

CONTENT MARKETING VOLUNTEER



Seeking 1-2 Content Marketing Volunteers

About CANIE: The Climate Action Network for International Educators (CANIE) is a grassroots initiative run by volunteers around the world and operates on the time its volunteers contribute to the goal of catalyzing action among international education professionals around the world to fight climate change. CANIE serves as a platform to bring the sector together and to act as a catalyst for action. Our aim is to develop and share resources, training and events to help individuals take action and to drive change within their institutions.

About the Volunteer Position:

Content Marketing Volunteers will support CANIE's Marketing and Communications Working Group, which oversees global outgoing communications and marketing strategy for CANIE. These volunteers will focus on communication efforts through CANIE's newsletter, and work closely with the rest of the Marketing and Communications WG.

The Marketing and Communications WG meets on a weekly basis at a time that accommodates multiple different time zones. The WG is composed of volunteers working on communications strategy, website development and upkeep, newsletter production, and social media management.

Responsibilities

- Develop and implement CANIE content and newsletter deployment strategies;
- Develop content calendars and recommend campaign strategies in accordance with CANIE global and regional chapter calendars;
- Write, edit, and/or refine copy;
- Create visual content for newsletter use;
- Keep up with and source content from relevant issues related to climate change and international education;
- Maintain communication with chapter and global board leaders to source content from organizational news, projects and events.

Qualifications

- Experience in content marketing development and management
- Experience using Mailchimp or other email marketing service tool
- Design experience using Canva or other similar platforms (Adobe Creative Cloud is a plus!)
- Experience in newsletter strategy and deployment
- Fluent in English, other languages are a welcome and sought-after bonus for CANIE members around the world!!

Job Type: Volunteer

Anticipated Commitment: 2-4 hours/week

Location: Remote/Global

How to Apply:

Please send an email with the subject line “Content Marketing Volunteer Application” along with the following information to info@can-ie.org :

1. Either a link to your LinkedIn profile OR an attachment to your resume/CV
2. A sentence or two about why you want to get involved in CANIE, or let us know you are already a member
3. Where in the world you are based

Deadline to Apply: 11:59 pm / 23:59 Pacific Daylight Time (PDT - Vancouver), 7 August 2022