

DIGITAL MARKETING VOLUNTEER



Seeking 1-2 Digital 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:

Digital 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 the upkeep of CANIE's website, 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

- Field requests from other CANIE working groups and regional chapters to make website updates
- Identify gaps and bugs on webpages for repair
- Support definitions of goals for marketing working group and various digital marketing channels as well as strategies to achieve those goals
- Support streamlined digital onboarding member journey for CANIE members around the world
- Monitor website organization and make recommendations for improvement
- Revise, tweak, and sometimes compose webpage copy

Qualifications

- Experience using CMS platforms such as Wordpress, CraftCMS, etc...
- User Experience or Customer Journey design experience
- Digital marketing goal development and tracking
- Experience in Google Analytics use, set up, and reporting
- HTML development experience is a bonus though not necessary
- 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 “Digital 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