**Digital Marketing Executive**

**(this is an unpaid volunteering role)**

Creating Better Futures is a UK charity set up in 2012. Staffed solely by volunteers, we’re devoted to meeting the education and welfare needs of vulnerable children in Zimbabwe.

We work in partnership with Rotary International and our projects are implemented by the Rotary Club of Harare City. We provide safe drinking water, classrooms, education, school meals, school uniform, medical care and toilet facilities. We work with Cheza, Chitakatira and Mutake schools in the Domboshawa area of Zimbabwe.

The aim of our digital marketing is to increase awareness of the work CBF does and the children we support, to motivate fundraisers, to encourage more volunteers and to increase donations to [www.justgiving.com/creatingbetterfutures](http://www.justgiving.com/creatingbetterfutures)

Being effective with social media isn’t about re-inventing the wheel and writing fresh copy every time, it’s about using the information we have in our weekly blog to present a united front to our readers. Tone and feel of our content needs to be correct first time and seamless, so people can’t tell who’s written it. Readers know if a post’s been edited and this makes us look unprofessional.

**What activities will you be involved in?**

* Researching National Awareness Day websites to see how they promote themselves
* Looking at how other charities, and CBF, promoted their work last year on a particular awareness day
* Using our weekly blog as the basis for your social media content to maintain consistency and minimise errors
* Writing copy in Word so spelling and grammar are automatically corrected
* Being meticulous in checking dates, hashtags, images, links, times and web addresses
* Sourcing relevant images that are copyright free and adding CBF logo to images we’ve taken
* Making sure you’ve got a call-to-action in your post; buy, donate, sponsor or visit CBF website
* Scheduling and uploading your post in Hootsuite
* Communicating with the Digital Marketing team using Google Hangouts, WhatsApp and Outlook
* Working closely with our teams in the UK and Zimbabwe

**What skills and abilities will you need to have?**

* To be highly skilled at presenting information verbally, online and in print
* Taking a pride in your work and constantly paying attention to detail
* Proof reading skills to find errors or omissions
* Ability to use simple and clear language to ensure your words and messages connect with our readers
* Turning our information around so that it’s accessible to people reading it and means something to them
* Writing about what’s important to our readers, how we can help them, how they’re affected, how they can use our resources, their problems and using case studies of CBF story, impact and solution
* Planning ahead so social media content isn’t rushed
* Managing content across existing social media channels; Facebook, Google+, Instagram, Linkedin, Pinterest, Twitter, YouTube and recommending new ones
* Manipulating images using Photoshop, Paint and Snipping Tool
* Experience using Google Adwords, Google Analytics, Google Drive, Hootsuite, Photoshop, Word & WordPress

**How much time should you offer?**

We’re looking for 15 hours a week, over three days, for a minimum of three months.

**Is there induction and training?**

Volunteer pack and induction will help you understand how we support vulnerable children and their communities in Zimbabwe.

**What ongoing support/guidance will there be?**

* You will be supported by your manager and other team members
* Opportunity to meet and network with staff and fellow volunteers
* Regular updates about CBF’s work, campaigns and events

**Where will you be based?**

Creating Better Futures, First Floor, Unit 4, Beacontree Plaza, Gillette Way, Reading, Berks. RG2 0BS

**Will you need your own transport?**

Our offices are close to bus stops and we have parking onsite, subject to availability.

**What are the benefits to you?**

* Learning new skills and adding volunteering experience to your CV
* Meeting, and working with new and enthusiastic people in CBF
* Getting involved with, and making a difference to, orphans and vulnerable children in their communities
* Potential to get more involved with CBF in areas that interest you

**Will your expenses be paid?**

We cover reasonable travel expenses for volunteers in line with our Volunteer Expenses Policy.

**Next step**

Take a look at our website at [www.creatingbetterfutures.org.uk](http://www.creatingbetterfutures.org.uk) and email [hr@creatingbetterfutures.org.uk](mailto:hr@creatingbetterfutures.org.uk)

or ring 0118 327 1154 / 07404 466923 for application form.