

Job Description- Marketing Volunteer

About Atma:

Atma provides strategic solutions to help education NGOs scale. Each year, we choose a cohort of organisations to become partners, and provide them with up to three years of holistic consultancy support & management expertise. Atma recruits professional volunteers from around the world to execute projects with our partner organisations.

Location	Remote
Time Commitment	3-6 hrs/day, 3 Months (minimum)
Reporting To	Atma Consultant

Possible Projects	Key Responsibilities
<ul style="list-style-type: none"> • <i>Communication/Marketing Strategy</i> • <i>Stakeholder Mapping</i> • <i>Communication Plan</i> • <i>Social Media Plan</i> 	<ul style="list-style-type: none"> • Conduct market research and create a customised plan to reach out to our partner organisation's stakeholders through multiple channels • Track success measures (website analytics, social media ROI) • Build capacity by training staff in social media communication best practice/communications best practice
<ul style="list-style-type: none"> • <i>Annual Report Content</i> • <i>Website Content</i> • <i>Success Stories</i> 	<ul style="list-style-type: none"> • Produce copy for email marketing/ fundraising campaigns, social media, blog posts, annual reports and website content • Work with partner organisation to ensure all external communication pieces contain a consistent brand image



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Skills & Competencies

Specialised experience in marketing/digital marketing, a keen eye for detail, strong written and verbal communication skills