



## Volunteer Job Description

Job Title:	Digital Marketing Executive
Department:	Marketing & Communication
Location:	Work remotely
Time Required:	10-15 hours/week

### Job Description

#### Position overview:

Asante Africa Foundation is looking for an enthusiastic SEO/SMO/Google Adwords volunteer to work with our Marketing and Communications team. This is a great opportunity to enhance your social media/communications skills in relation to the nonprofit sector. The volunteer will work closely with the marketing team to execute SEO/SMO initiatives.

#### Duties and Responsibilities include, but not limited to:

- Responsible for planning and building the full stack of services (social media, paid search and SEO) associated with digital marketing campaigns.
- Create digital strategy with other team members
- Perform keyword research
- Perform competitive analysis
- Find new link building opportunities
- Technical SEO
- Ad Strategy and content writing
- Optimize website for SEO
- Generate Brand awareness
- Building and executing social media strategy through competitive and audience research.

#### Qualifications:

- Understanding of SEO and SMO concepts and application, and ability to share his expertise with the team.



## Volunteer Job Description

- Familiarity with the Analytics and ability to recommend on best actions moving forward.
- Familiarity with Google Adwords.
- Familiarity with Wordpress built websites.
- Audit website to ensure all tracking components are firing correctly.
- Excellent communication (verbal, listening and writing) skills and an outstanding attention to detail.
- Implement some technical web components for the purpose of conversion tracking – including analytics code, tag management code, updating forms, and tracking payment sites for conversions on GA.
- Strong interpersonal and communication skills and the ability to work independently and as a member of a team.
- Outstanding time management and organizational skills, and the ability to prioritize and multi-task.
- Ability to work rapidly and meet deadlines under pressure.
- Familiarity with Microsoft Office applications, Social Media, Communication tools.
- Experience with web development a plus IT related studies preferred.
- Recent experience with proficiency with WordPress.
- Proven HTML/CSS ability. Experience with Javascript a plus.
- IT degree or real-world website development experience.
- A critical thinker with the ability to follow directions and work independently and on a team.
- Ability to multitask and meet deadlines.
- Must submit portfolio/samples of web development work.

### ASANTE VOLUNTEER POSITION NOTES:

To be successful as a member of the Asante Africa Foundation team, you will also:

Have a passion for our mission and a strong desire to impact an up-and-coming non-profit organization.



## Volunteer Job Description

Be an innovative and creative thinker - you are not afraid to try something new and inspire others to do so.

Have a very high level of personal and professional integrity and trustworthiness.

Have a strong work ethic, take initiative, and require minimal direction.

Work well independently as well as part of a team.

Thrive in a fast-paced and fun environment.

### Benefits:

Directly impact Asante Africa's efforts to fund education-related projects that enhance knowledge, skills, and opportunities for hundreds of children in East Africa.

Be part of a highly-motivated nonprofit organization run entirely by volunteers.

Gain insight into the day-to-day operations of a nimble, results-orientated, high-growth nonprofit organization.

Have the opportunity to see your ideas and contributions implemented.

Build your resume and gain references for future employment opportunities.

### Compensation:

This is an unpaid, volunteer position.

The position is part-time with an expectation of 10 - 15 hours of work per week.

Owner:

Soumya  
Radhakrishnan

Date:

April 20, 2018