

Job Title:	Social Media and Marketing Analytics Associate (Remote – US Based)
Time Required:	5-7 hours/week
Asante Africa Foundation ~ Organizational Overview	
<p><i>Asante Africa Foundation is a 501(c)(3) nonprofit organization that promotes quality educational access age-appropriate life skills and leadership development for children in East Africa (Kenya, Tanzania, Uganda).</i></p> <p><i>Asante Africa Foundation is recognized for delivering educated resilient East African youth who can confidently address life's challenges, thrive in the global economy, and catalyze positive change. Our youth enter into the community capable of managing obstacles and opportunities as they arise. We tackle complex system level challenges that girls, boys, and particularly vulnerable rural youth face.</i></p> <p><i>Asante Africa Foundation believes in the power of knowledge as a catalyst to help young people create a future where they live their dreams. We achieve this vision through partnering with local families, educators and community members to create safe and healthy learning environments, strengthen teacher quality, enhance learning in the classrooms, provide merit-based scholarships, and leadership development.</i></p> <p><i>To learn more about Asante Africa Foundation please visit www.asanteafrica.org</i></p>	
Job Description	
<p>Position overview: We are seeking an enthusiastic, passionate Social Media and Marketing Analytics Associate volunteer to join our Marketing and Communications team.</p> <p>Job duties</p> <ul style="list-style-type: none"> • Work with Marketing team to drive visibility and new leads through social media, and <i>digital</i> advertising. • Cultivate a deep understanding of our target donor profiles and regions. • Design, build, and maintain social media presence. Recommend and test emerging social platforms to increase visibility and engagement. • Measure and report performance of all social media campaigns and assesses against goals (ROI and KPIs). • Identify trends and insights and optimize spend and performance based on the insights. • Significant experience in building analytical reports and forecast for monthly, quarterly, and board meetings. • Brainstorm new and creative growth strategies through digital marketing. • Plan, execute, and measure campaign experiments and conversion tests. 	

- Strong analytical ability to evaluate experiences across multiple channels and touch points.
- Evaluate critical conversion points, drop off points and provide analytical insights to optimize marketing funnels.
- Willing to test out new relevant social platforms like TikTok.
- Participate in relevant groups on social media to the promote the organization’s mission and make partnerships.
- Mission driven and passionate about educating rural children and youth.

Qualifications and Skills

- Currently active on social media, follow or interest in learning latest trends.
- Knowledge of social media platforms like Facebook, Instagram, LinkedIn, and Twitter.
- Excellent editing, proofreading and communication skills.
- Strong interpersonal skills and the ability to work independently and as member of a team.
- Detail oriented, team player and tech savvy.
- Self-starter, organized and able to respond to and meet deadlines under a tight timeline.
- Access to computer with internet connection.
- Photoshop and video editing skill a plus

Position Notes:

Benefits

You will gain the experience and skills necessary for working in the non-profit industry. In addition to gaining experience in communications and digital engagement, you will also learn about Africa, international education, child rights, youth empowerment and you will have an opportunity to participate in other aspects of our work.

Time Commitment

A minimum of 5-7 hours per week is required.

Compensation

This is an unpaid, volunteer position

To Apply:

Please email a cover letter and a resume to volunteer@asanteafrica.org with “Social Media and Marketing Analytics Associate” in the subject line.