



Job Title:	Social Media and Marketing Analytics Associate
Department:	Marketing and Communication
Location:	Virtual, within the US
Time Required:	5-7 hours/week

Job Description

Position overview:

We are seeking an enthusiastic, passionate Social Media and Marketing Analytics Associate volunteer to join our Marketing and Communications team.

Duties and Responsibilities:

- Work with Marketing team to drive visibility and new leads through social media, and digital 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:

- 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

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

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

Gain experience in communications and digital engagement,

Learn about Africa, international education, child rights, youth empowerment

Compensation:

This is an unpaid, volunteer position.

The position is part-time with an expectation of 5-7 hours of work per week.

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.