

Social Media Marketing Volunteer

Communications Volunteer

Supported by: Digital Marketing and Communications Officer

Hours: 3/4 hrs a week (negotiable)

Pay: Voluntary

Deadline: N/A

Start date: ASAP

Job Description

Equality in Tourism is looking for a passionate volunteer to support our small marketing team with social media and community management. It is an excellent opportunity for someone passionate about gender equality, that is looking to gain valuable experience in digital marketing and social media management.

About us:

Equality in Tourism is a non-profit organisation focused on creating just, sustainable, and equitable tourism through the transformation of gender relations in destinations and tourism organisations. We help to drive change in the development of global tourism by empowering women through the involvement of local communities and engaging stakeholders at every level. Our team and associates are experts in this field, leading public-funded research, on-the-ground projects, and gender equality training and lobbying.

Role description:

You will be supporting our Digital Marketing Manager, primarily focusing on social media and online community building.

Your responsibilities will include:

- Maintain an active presence across EiT's social media platforms: Facebook, Twitter, LinkedIn, and Instagram.
- Managing online community building, including responding to comments and mentions.
- Working with the marketing team to publish and share content that builds brand awareness, drives online engagement, educates audiences, and increases awareness for the issues surrounding gender equality in tourism.
- Assist in the launch of our Instagram account, helping with strategy creation and implementation.

Skills and Experience Required:

- Confident using social media platforms, with familiarity to their evolving state.
- Good written and verbal communication skills, with the ability to adapt your writing style to match the tone of the organisation.
- Ability to work as part of a remote team, with strong organisational and self-management skills.
- Ability to deal in a professional manner when communicating online.
- Creative approach to content ideas and strategy planning.
- Basic understanding of gender equality issues and the tourism sector.

Volunteer Benefits:

- Gain experience using social media for digital marketing purposes.
- Networking opportunities with gender equality and tourism experts.
- Develop your skills and receive training in social media marketing.
- Use your skills to help drive change in the industry.
- Be part of a passionate and enthusiastic team.

If you are interested in this position, submit a CV and cover letter (max length one page) addressing how your knowledge, experience and skills meet the above criteria to tricia@equalityintourism.org