

Social Media Marketing volunteer

MicroLoan Foundation

Posted: April 2022

MicroLoan Foundation is looking for a volunteer who is passionate and determined to make a difference. This volunteer position will provide an invaluable opportunity to exercise essential skills and experience in key aspects of marketing and fundraising for an international development organisation. The role is focussed on social media management and digital marketing content creation for MicroLoan Foundations' US platforms.

MicroLoan's Head Office is located 5 minutes from Southwark and Waterloo stations in central London. The Digital Marketing volunteer will be part of our small Fundraising and Communications team based in the UK with an annual income target of £1million. This is an opportunity for a proactive and friendly self-starter to play an important supporting role in this international organisation. Your working hours are flexible, and you can pop into the office or work from home, on the bus, at a café, or wherever you choose! We ask for a minimum time commitment of 8 hours week, but we would love for you to dedicate more time if you are able. We also ask for a minimum commitment of 6 months and ideally longer. This role is perfect for a skilled social media marketer who is passionate about making a difference.

The charity: MicroLoan Foundation work in some of the poorest regions in the world to empower women to build their own small businesses and work their own way out of poverty. Women in remote, rural areas of sub-Saharan Africa are some of the poorest and most marginalised women in the world. We support them with small loans in combination with financial literacy and business training, taught through song and dance due to low literacy rates. As these women flourish as entrepreneurs, they generate their own income which enables them to provide for the daily needs of their families including nutritious food, healthcare and an education for their children. They are also able to make savings to increase their resilience against adversity or shocks such as extreme weather brought about by climate change. Since 2002 MicroLoan Foundation has supported over 280,000 women and has reached an estimated 1.12 million children in Malawi, Zambia and Zimbabwe. The charity has three fundraising arms, in the UK (head office) as well as USA and Australia.

When: ASAP

The role: This is a role for an organised and driven self-starter, who can demonstrate skill in social media management and digital marketing. Working in a small communications team, your main responsibility will be driving growth in MicroLoan's online audience in the USA. You will achieve this by supporting the Communications Lead with a range of digital marketing tasks such as community outreach and engagement on social media, scheduling social media posts, researching ideas for posts, and designing on-brand marketing materials. Should the individual show the desire and aptitude, there will be the opportunity to take on further marketing and communications responsibilities based on their skillset.

Responsibilities:

- Community engagement on MicroLoan's USA social media platforms to drive growth

- Promptly responding to MicroLoan’s comments/tags on social media with careful consideration for MicroLoan’s reputation and voice
- Proof reading social media posts to ensure there are absolutely no grammatical errors and ensuring the posts are written in American English
- Scheduling social media posts using applications such as Later, Hootsuite and TweetDeck
- Promoting our campaigns, events, success stories and information over social media in a way that is consistent with MicroLoan’s branding and social media strategy
- Supporting on social media campaigns for International Women’s Day and World Food Day
- Influencer and celebrity outreach during campaigns
- Suggesting new ideas for posts in line with research/information published by organisations such as the UN, or international development news
- Keeping track of and analysing the performance of social media posts and campaigns
- Advising the Communications Lead on which posts perform best, making helpful suggestions to influence our social media strategy
- Occasional creation of ad-hoc marketing materials such as stories, infographics, leaflets and posters, with strict adherence to MicroLoan’s brand guidelines
- Social media ‘listening’ so we are always aware of news and trends which are relevant for us
- Researching hashtags, new people to follow (prospective celebrity partners, business partners, and people interested in our work (prospective donors))
- Online engagement including on others’ posts to improve our outreach

Knowledge, skills and experience required:

- Excellent attention to detail
- Proven success in building and nurturing an online audience on social media
- Knowledgeable about Instagram, LinkedIn, Twitter and Facebook and driving growth and engagement on all of these platforms (even if self-taught) including using hashtags, social media ‘listening’, understanding creatives that work well, using the insights tool
- Proficient on Canva
- Excellent written communication skills
- A pro-active person with the ability to work independently
- Excellent interpersonal skills, enthusiasm and the ability to prioritise and use own initiative
- Passionate about MicroLoan’s mission with an active interest in international development
- Desired: knowledge and experience of using social media advertising

Location: Homebased with visits to 32 Blackfriars Rd, South Bank, London SE1 8PB

Department: Fundraising and Communications Team

Reporting to: Fundraising and Communications Manager

Hours: Flexible hours, minimum 8 hours per week

Salary: expenses only up to £7.50/day

How to apply: Please apply by submitting your CV **and a cover letter** to contact@mhf.org.uk.