

## Email marketing expert

Your Organisation Name

Short term project

J66670



### At a glance

#### Skills

SOCIAL MEDIA MARKETING

COPYWRITING / JOURNALISM

#### Where

London, SE11 5RR

Remote opportunity

Travel limit? This role will be completely remote.

#### Time

Mostly during office hours

Estimate of time needed:

0-3 hours / week, 3-7 hours / week, over 7 hours / week, short term project: 1-15 hours, completed within 4 months or short term project: 15-90 hours, completed within 4 months

The volunteering would take place within a 4 week period.

### About Your Organisation

#### Causes

YOUR CAUSES HERE

Apply

Ask a question

Save opportunity

Help us engage our audiences by upgrading our email marketing tools and/or creating compelling email or newsletter content [delete / amend according to what you need] so that we can [explain how this helps you achieve your purpose].

### What will you be doing?

Our charity delivers [describe service] to [describe service users]. We are urgently looking for an experienced email marketing expert to work with us as we respond to Covid-19. [Optional: Include any details about your Covid-19 challenges and how the volunteer will help you face them.]

We would like the volunteer to help with [delete / amend according to what you need, this is a list of possible options]:

- Email content: Write compelling email content that is short, relevant and has clear a call-to-action and high click through rates
- Email marketing software: Recommend and set up an email marketing system (SendGrid, Mailchimp, etc) that represents good value for money and is the right fit for our organisation
- Email templates: Customise an off the shelf template tot matches our branding. [Note: this person should not be expected to have graphic design skills. For more advanced, bespoke email templates, you may need to recruit an email designer.]
- GDPR compliance: Advise us on how we can keep our mailing lists current and GDPR compliant
- Email strategy: Help us plan and articulate how we can use emails and newsletters to strengthen our brand, motivate our supporters and communicate with our stakeholders.
- Other...

You will be working with [insert role title] who will provide an overview of our existing communication and marketing materials, as well as our brand guidelines [delete/amend with any background material you have available as a starting point]. You will work together to produce initial concepts for all deliverables, including goals, target audience, and desired tone and style of writing.

### What are we looking for?

We are looking for a volunteer who has [delete / amend according to what you need - this is a list of possible options]:

- Strong writing and editing skills
- Experience using email marketing software (such as Mailchimp)
- Experience setting up email templates in line with existing brand
- Ability to quickly understand the needs of our team / organisation / users
- Can ask key questions to enable us to clarify requirements
- Understands the resource constraints of a small charity and is able to work with these.
- Open to feedback
- Other...

### What difference will you make?

Your input will shape how we present ourselves to our service users, stakeholders, funders and general public. With your help we will be able to continue to [detail what your services / activities are, and how they help your end users].

### What's in it for the volunteer?

You would become part of our small, friendly team and you have the opportunity to use your time to make a real difference in difficult times.