



## **Marketing Manager & Team Members: Engagement on Volunteer Role**

WAFA (Water Air Food Awards) is a non-profit NGO headquartered in Copenhagen, has a dream that all people on planet Earth will have access to clean water, clean air, and healthy food. WAFA is looking for Manager / Team Members for the Marketing department, for it's current operations and expansion plans.

- Manager – More than 5 Years' Experience
- Team Members – 1 to 5 Years' Experience

### **ROLES & RESPONSIBILITIES:**

- Collaborate with leadership and Managers of other functional departments
- Create and coordinate a long-term marketing strategy and develop tactics to get the word out about WAFA and drive qualified traffic to our front door
- Oversee overall marketing efforts
- Develop and Deploy successful marketing campaigns and own their implementation from ideation to execution
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
- Produce valuable and engaging content for WAFA website and blogs that attract and convert our target groups
- Build strategic relationships with key organizations in Public & Private domain.
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Oversee and approve marketing material, from website banners to hard copy brochures etc
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Analyze responses/feedbacks and adjust email and advertising campaigns accordingly

## Marketing Manager & Team Members

### JOB REQUIREMENTS:

- Passion for environmentally-friendly solutions to earth's challenges
- Intrinsically motivated. Energetic. Easy to work with, Committed to teamwork and consensus-decision making
- Comfortable working in a volunteer organization and at ease in a virtual team level
- Excellent communication skills (English a requirement)
- Demonstrable experience in marketing together with the potential and attitude required to learn
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Experience in setting up and optimizing Google Adwords campaigns
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- A sense of aesthetics and a love for great copy and witty communication
- Up-to-date with the latest trends and best practices in online marketing and measurement
- BSc/MSc degree in Marketing or related field
- Computer skills (MS Excel, Word, and PowerPoint)
- Available a minimum of 6-8 hours per week

NOTE: You will be working remotely and will require access to a computer with a fast internet connection. Regular Skype meetings with the WAFA team are required. If you want to join us to help make our dream a reality, please email your CV/Resume to Mr Yosr Tazi, Director (HR) of WAFA. ([yosr@wafaward.org](mailto:yosr@wafaward.org))

To know more about WAFA pls visit [www.wafawards.org](http://www.wafawards.org)