Digital Marketing Officer: 4-month consultancy

Are you passionate about great digital content? Have you been involved in successful social media campaigns? Are you up for working with a fast-paced team taking on a global challenge?

The Green Economy Coalition (GEC) is the world’s largest movement for green and fair economies. Our global hub is hosted by the International Institute for Environment and Development (IIED) in London. We work with our member organizations and national hubs around the world to create dialogue, develop policy, and communicate narratives which will accelerate the transition to fair, green economies.

We’re looking for an entry-level consultant to support marketing and communications between August and December 2020. The ideal candidate will have a passion for creating compelling and engaging social media content; is familiar with creating, uploading and marketing content for websites; and has good attention to detail with basic skills in copy-editing.

The consultant will be working closely with the Director for Engagement, Emily Benson. In line with current IIED and GEC working from home policy during COVID-19, the position is remote.

We’re keen to hear from people with:

- Excellent organisational, interpersonal and communication skills
- Strong writing skills
- Experience of using graphic design / photography / video to create compelling social media
- Proof reading and editorial skills, with a good eye for detail
- Experience of managing and writing content for a website CMS (Craft, Wordpress, etc)
- Google Analytics and SEO experience
- Knowledge of managing social media campaigns
- Experience of email, adwords and/or display advertising campaigns
- Knowledge of effective social media techniques

We are looking for 2 / 3 days a week. £200/day. Start date: ASAP

Key responsibilities

1. Social media

- Driving GEC’s social media engagement across Twitter, Facebook, LinkedIn and Instagram
- Developing content for different audiences across our different audiences on different platforms
- Supporting basic design work artwork to support blog posts with key quotes, stats etc
• Using Hootsuite to manage those platforms, respond to engagement and expand our audiences
• Reaching out to key contacts & influencers to share our content and grow our networks
• Supporting our partners through cross-posting, sharing and linking to their publications

2. Website management
   • Uploading and updating the Green Economy Coalition website(s) CMS including laying out articles, choosing photos, adding hyperlinks, writing SEO descriptions etc
   • Editing and writing original content for the site.
   • Sourcing and marketing content for the site.

3. Copy editing
   • Basic copy editing for all digital content.

How to apply

Closing date: 20 August.

Email a copy of your CV in PDF format, and a covering letter explaining why you think you would be interested in the position, to Emily Benson: Emily.benson@greeneconomycoalition.org

We regret that we will not be able to respond to all applications personally.