



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.