VACANCY

Marketing and Communications Coordinator
(16 to 24 hours per week)

Ecosystem Restoration Camps ("ERC") is looking for a part time Marketing and Communications Coordinator to help the Ecosystem Restoration Camps movement increase its supporter base and inform audiences around the world of its work.

ABOUT ECOSYSTEM RESTORATION CAMPS

Ecosystem Restoration Camps is a growing global movement of currently more than 45 camps in 30 countries across six continents. We repair broken ecosystems together and, in doing so, provide humanity with hope and a better future. Our goal is to have one million people come together by 2030 to reverse ecological destruction and restore biodiversity in 100 camps around the world.

You will be employed by the Global Foundation set up to support the camps around the world. Our aim is to maintain a small central staff and work with the people who form the Ecosystem Restoration Camps, to carry out our work.

WHY WORK WITH US

Ecosystem Restoration Camps is a growing grassroots movement of people from around the world who want to do something to reverse global land degradation and hence combat climate disruption, biodiversity loss, poverty and hunger. Joining us in this Great Work of Our Time is an exciting way to give back to the earth and do something practical and immediate to restore our ecosystems. You will join a dynamic team of committed people who are based around the world. ERC does not have an office. Team members work from home, cafés or parks using Slack, Zoom, and Google Drive. We are result and responsibility managed, allowing you to fulfill your role with great flexibility.
WHAT THE POSITION INVOLVES

Your role as a Marketing and Communications Coordinator, as part of the Communications and Marketing team, is to make sure the work of the camps continues to receive global support and recognition. You will directly contribute to their success and help them achieve their restoration goals. This is a challenging but also rewarding position that involves:

1) Contributing to the development of ERC’s overall marketing strategy, and providing support to its implementation
2) Contributing to the development of the ERC website, including the maintenance of widgets, links to the CRM system, and web forms
3) Regular website analysis, SEO and SEA analysis and improvement of SEO and SEA based on those analytics
4) Converting newsletter subscribers and social media followers to donors
5) Maximising the use of Hubspot CRM, including creating sign up pages for online events; automation of retention emails for donors; and other useful functionalities
6) Online advertising on social media channels to existing and lookalike audiences.

WHAT WE ARE LOOKING FOR

Essential skills & experience:

1) Expert knowledge on Social Media Algorithms and social media management systems
2) A deep understanding of audiences and their value-systems around the planet, so as to best align our marketing with the different value systems, and the ability to link that understanding to effective and creative communications and materials
3) Experience with website analytics including reporting on performance and suggesting improvement of SEO
4) Experience with placement of social media ads and building lookalike audiences
5) Experience in working with CRM systems on donor-retention and newsletters
6) Experience in working with CRM systems on form creation and setting up automated messages
7) Strong knowledge of and experience in working with Wordpress, including widgets
8) Experience in running crowdfunders

www.ecosystemrestorationcamps.org
Preferred qualities:

1) We are open to new team-members from around the world, with a preference for people from the Global South
2) An entrepreneurial mindset and a desire to take on new and exciting challenges

This role is paid, with a fee or salary that conforms to market-standards. We are open to freelance roles.

HOW TO APPLY

If you are interested in this important role, please contact pieter@ecosystemrestorationcamps.org with your CV and a cover letter and a short video explaining why you think you could be the person for this role. You can send your video using WeTransfer, clearly having your name in the video-file name.

Deadline: Friday 17 December 2021

For more information on Ecosystem Restoration Camps, visit www.ecosystemrestorationcamps.org