

Content Creator & Community Engagement

Role Profile

Main objective

- To support with the implementation of our current Marketing strategy.

This role requires experience in content creation and social media engagement, and reports to Indigo's Marketing Manager.

hours 16-21/week

duration 4 months

location Remote Working (must be based within the GMT to GMT+3 timezones)

remuneration This is a voluntary role. There is no financial compensation associated with this role.

benefits Being part of a wonderful team and helping amazing grassroots organisations find volunteers.
Mentoring support & training related to the role and your development interests.
Flexible working hours.
This role can be accounted as an official internship.

To apply, please fill in this [application form](#).

Deadline: September 17th, 2023 11:59pm CET

Applications will be reviewed on a rolling basis

Purpose

We are looking for a part-time Content Creator & Community Engagement volunteer to support with the implementation of our current Marketing strategy. Our strategy aims to amplify our social media presence, unify our messaging, improve our reach, increase our recruitment and fundraising potential, grow our pool of wonderful volunteers and communicate the positive impact they make on a daily basis!

As a small charity, we don't have a huge budget for communications – but we do have access to inspiring stories, powerful imagery and an energetic team of colleagues. We're looking for a motivated volunteer to help us make these stories and images into usable content. We're looking for someone passionate about our cause and curious to learn about content creation. You will work closely with our marketing manager on our campaigns as well as help plan out our strategies going forward.

This is an exciting opportunity to really help us grow our marketing and comms from the ground up. If you think you have what it takes, please get in touch.

Responsibilities

- Create reels & videos to be published on our media accounts and website, primarily using Canva
- Create carousels and static posts to be published on our media accounts and website, using Canva
- Create copy to accompany or be included within the above digital content
- Create content following Indigo's Brand Guidelines and Tone of Voice
- Engage with our community of followers
- Keep our media accounts active through original and reshared content
- Support the implementation of Indigo's marketing strategy
- Communicate with Indigo's Marketing Manager
- Participation in the weekly marketing meetings

Skills & Experience

- Experience in content creation (videos and media posts)
- Excellent computer skills
- Knowledge of Canva or other content and video editing platforms if preferred
- Strong organisation and planning skills
- Strong team player



- Interest in working remotely, managing your own time and multitasking
- Interest in and frequent presence on social media
- Previous experience and/or demonstrated interest in the refugees and migrants sector, knowledge of the responsible volunteering concept is welcomed.

At Indigo Volunteers we see our differences as our strength.

We are committed to cultivating an equal and fair working environment free from discrimination on the grounds of gender, marital status, race, ethnic origin, nationality, disability, sexual orientation, mental health, religion or age. We believe in promoting a sense of belonging, where our people are heard and valued and diversity of experience and perspective is celebrated.

About Indigo

Indigo Volunteers is a charity that recruits volunteers, supports grassroots organisations, and creates networks along the European refugee route. We believe in the power of ordinary people, and enable them to work together to support refugees and displaced people. We work within a community of remarkable grassroots charities, volunteers, sector experts, and humanitarian organisations that are positively dedicated to supporting communities coping with displacement, inequality, and social injustice. Have a read about us [on our website](#).

OUR VALUES

1. **Human-centred.** We put relationships, lasting collaborations and human wellbeing at the centre of everything we do.
2. **Humility.** We acknowledge that we do not have all the answers; we welcome feedback and strive to continuously learn.
3. **Accountability.** We follow through on our commitments; we are honest and transparent.

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