

Research & Marketing Associate

Role Profile

Main objective

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

hours 12/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 Gain insights into the nonprofit and CSR sectors while working with a dedicated and passionate team.
Mentoring support & training related to the role and your development interests.
Develop skills in communication, project management, and partnership development.
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

Indigo Volunteers is seeking a motivated and dedicated Research and Marketing Development Associate to join our team as a volunteer/intern. This multifaceted role involves two key components: conducting research to enhance our Corporate Social Responsibility (CSR) program and managing Indigo's email marketing and website content.

As a small charity, we don't have a huge budget for communications - but we do have access to inspiring stories, powerful opportunities and an energetic team of colleagues. We're looking for a proactive and detail-oriented individual, and passionate about making a positive impact in the nonprofit sector and the lives of refugees.

This is an exciting opportunity to really help us grow our network and bridge the gap between the nonprofit and corporate worlds. If you think you have what it takes, please get in touch.

Responsibilities

1. Research and CSR Program Enhancement:

- Conduct research to identify strategies for improving the attractiveness and appeal of Indigo Volunteers' products and services within the CSR sector.
- Research and identify potential new partner companies for collaboration and CSR initiatives.
- Assist in creating templates, documents, and materials for outreach and communication with potential partners.
- Support administrative tasks, such as email communication, scheduling meetings, and keeping accurate records and minutes.
- Communicate and collaborate with Indigo's Interim CEO and founder to implement our CSR outreach.
- Participation in the weekly team meetings

2. Email Marketing and Website Management:

- Design and implement engaging monthly newsletters that effectively communicate Indigo's mission, achievements, needs and upcoming events.
- Collaborate with team members to gather content for newsletters, ensuring accurate and up-to-date information.
- Create engaging copy in alignment with Indigo's values and Tone of Voice.
- Regularly update and maintain Indigo Volunteers' website with blog posts, news articles, event updates, and other relevant content.

- Work with our SEO focus team to monitor website analytics and engagement metrics, and optimise content for maximum impact.

Skills & Experience

- Strong written and verbal communication skills.
- Excellent research abilities, with a keen eye for detail.
- Interest or experience in sales is a plus.
- Strong organisation and planning skills.
- Strong team player.
- Interest in working remotely, managing your own time and multitasking.
- Familiarity with CSR concepts and trends is a plus.
- Knowledge of Wix is a plus.
- 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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