

The Fairtrade Foundation



Volunteer Role: Fairtrade Fortnight Digital Marketing Volunteer Immediate start

Are you a Facebook fanatic, Tweeter and general lover of all things digital? Fancy helping create an online buzz around our annual campaign, [Fairtrade Fortnight 2012](#)? This is your chance to gain experience of digital marketing and take part in a national campaign.

The Fairtrade Foundation is a rapidly growing organisation which licenses the consumer label the FAIRTRADE Mark in the UK on products that meet international standards of Fairtrade.

We work with businesses, community groups and individuals to improve the trading position of producer organisations in developing countries and to deliver sustainable livelihoods for farmers, workers and their communities. Our unique independent guarantee is helping producers in the South and consumers in the North to challenge conventional trading systems that condemn millions to poverty and hardship.

The Marketing team aims to make Fairtrade the first choice for consumers and businesses. Areas of focus include digital marketing, supporter services and Fairtrade Fortnight, our major annual marketing campaign.

Commitment:

Ideally we would like to have a volunteer for three days per week for at least two months (until mid-March). *This arrangement is not intended to be legally binding or to create a contract.*

Role description:

Supporting the Marketing team (specifically the Digital Marketing Officer) in the day-to-day management of the Fairtrade Foundation's social media channels and the delivery of the wider digital strategy for Fairtrade Fortnight 2012.

Tasks include:

1. Posting regular content updates to the Fairtrade Foundation's social media channels – [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#) and [Google+](#)
2. Compiling web statistics and analysing these to make recommendations on how to improve website design, user journeys and overall communication.
3. Coordinating social media updates across teams at the Fairtrade Foundation, maintaining the social media schedule
4. Carrying out research into new digital/social media developments and examining the opportunities and challenges these present to the Foundation
5. Occasional use of website content management system for editing of www.fairtrade.org.uk (training will be provided)
6. Occasionally assisting the Digital Marketing Officer with ongoing digital project work/general digital admin work

Skills required:

- Excellent organisational skills and attention to detail.
- Able to take initiative; confident with being briefed on a task and running with it.
- High level of familiarity with social media platforms such as Facebook, Twitter, YouTube, Flickr, and competency in the use of Outlook and Excel are essential. Previous use of social media in a professional capacity would be desirable but not essential. Previous use of content management systems and/or social media dashboards (Hootsuite, Tweetdeck etc) also desirable but not essential.
- Excellent email and telephone manner.
- Due to the public facing nature of social media, the applicant must be able to write and speak English to a high standard.

What will you have learned / achieved by the end of this assignment?

- Contributed to the goals of the Fairtrade Foundation - one of the fastest growing and most exciting social enterprises in the UK, enabling increasing numbers of producers to build sustainable businesses in the developing world.
- Shared the Marketing Team's success in building public awareness and consumer demand for Fairtrade.
- Gained practical real world experience in digital media creation and distribution.
- Understanding and experience of helping to deliver a social media marketing campaign
- Experience of liaising with external digital agencies
- A work reference on request

Applications

To apply for the above volunteering position, please email: volunteering@fairtrade.org.uk

In your email, please include:

- a completed Volunteer Application form (see our website www.fairtrade.org.uk/about_jobs.htm)
- your CV
- details of two referees

Volunteering at the Fairtrade Foundation

What type of people volunteer at the Fairtrade Foundation?

Anyone who has an interest in Fairtrade! Volunteers range from students to retired business people from 17 to 80 years of age.

Who co-ordinates the volunteers?

The Volunteering Officer is Jenny Harper.

Tel: 020 3301 5017 Email: Jenny.harper@fairtrade.org.uk

What are the hours?

Flexible, but normally within the hours of 10.30am-5.00pm and Monday to Friday

Location

Unless otherwise stated, positions are based at the Fairtrade Foundation's offices in the Minories, Aldgate EC3N 1DY.

Do I get expenses?

We provide luncheon vouchers valued at £5 per day if working five or more hours in that day (excluding lunch) and refund off-peak travel expenses (maximum £15 per day) on production of a receipt or ticket.

We regret that we are unable to assist non-UK residents who are planning to volunteer during a short stay in the UK with visa applications, finding accommodation etc.

The Fairtrade Foundation is committed to equal opportunities and welcomes applications from all sections of the community.