



Communications & Marketing Volunteer

Do you have an infectious passion for social media, direct marketing, and cause work? We are looking for a Texas-based, enthusiastic marketing volunteer to join our team and provide creative ideas and support to help achieve our organizational goals. Responsibilities include collaborating with our marketing team in all stages of marketing campaigns and giving insightful contributions to help develop, expand, and maintain our social media channels, peer-to-peer campaigns, direct marketing emails, and photo cataloging.

This non-paid, Texas-based remote volunteer position would start immediately and run through the end of 2024. This volunteer opportunity requires an understanding of general social media channels (Facebook, Instagram, LinkedIn, YouTube), excellent writing skills, and creative thinking.

Direct Manager/Direct Reports:

- Typically reports to Senior Manager of Marketing and Communications
- No direct responsibility for supervising others.

Key Support Responsibilities:

- Creating and assisting with email/SMS campaigns pertaining to peer-to-peer fundraisers.
- Copywriting for social media captions, email marketing campaigns, and other website materials as needed.
- Assisting with the growth of Africa New Life's social media profiles on Instagram, Facebook, LinkedIn, and YouTube by creating engaging, original content tailored to each platform for our Marketing and Communications Coordinator.
- Monitoring and analyzing social media trends and metrics to gauge the success of content, and suggesting new ways to engage with Africa New Life's audience.
- Contributing creative ideas to brainstorming sessions and bringing fresh perspectives to the team.
- Assisting with the implementation of a new photo-cataloging tool.

Volunteer Qualifications:

- Experience (current or past) in Marketing, Communications, or related field, or academic coursework in these areas.
- Excellent writing and communication skills.
- Creativity and an eye for design.
- Understanding of social media platforms, analytics, and marketing strategies for each platform's audiences.
- Ability to work from home with access to a reliable internet connection.
- Previous examples of marketing projects or examples of relevant work.
- Experience using Canva, Adobe Photoshop, Lightroom, and/or other content creation tools is a plus.
- Experience with email marketing software/tools such as Mailchimp.
- Familiarity with content management systems (CMS) like WordPress.
- Familiarity with Microsoft Office Suite.
- Organizational skills and close attention to detail.

What We Offer:

- The chance to work with a passionate team and gain valuable industry experience.
- Opportunities for professional development and mentorship.
- A creative and collaborative work environment.
- Exposure to various aspects of marketing, from content creation to data analysis.

Organizational Summary

Africa New Life Ministries is a faith-based organization, founded and led by Rwandans and based in Rwanda, that is transforming lives and communities using two hands. With one hand we share the gospel of Jesus Christ leading to spiritual transformation. With the other hand we demonstrate acts of compassion through our educational sponsorship, community development, and medical care programs. Africa New Life Ministries International exists in the U.S. to support the work of 500+ Rwandan and East African teachers, pastors, child welfare officers, nurses, and more in Rwanda through donor care, communications and marketing, fundraising and partnership development, team travel, and financial accountability. We are a rapidly-growing, \$16 million organization that seeks to grow our presence in the U.S. and elsewhere in order to support more and more students and families in Rwanda to help them break the cycle of poverty.

How To Apply:

- If interested, contact betty@africanewlife.org.