

## **Volunteer Opportunity – Marketing and Design Team – Alternative Giving Campaign**

Equitas is seeking volunteers to conceptualize, create and design an alternative giving campaign. This role is ideally suited to a small group of marketers and designers who wish to work together.

### **ROLE OVERVIEW**

The role involves the conceptualization and design of an online fundraising campaign featuring charitable 'gifts' that donors 'purchase'. These could include: "Help 1 girl learn about her right to oppose forced early marriage", or "Help 3 teens in Senegal learn how to reduce violence in their communities". The idea is to have a mix of 'items' that would encourage one-time donations, as well as encourage smaller recurring monthly donations, ie 'for only \$10 a month you can...'.  
The campaign should integrate seamlessly across different platforms, including web, mobile, social media and include print-friendly elements.

### **LOCATION**

Home based with occasional meetings at Equitas.

### **TIME FRAME**

The work should start as soon as possible. We would like to have the campaign up and running for early Fall 2015.

Average of 10 hours per week at any time that is convenient, hours are flexible; productivity and results are more important than the number of hours worked.

### **RESPONSIBILITIES**

#### **Strategy & Planning**

- Work with Equitas' Fund Development Officer to develop an innovative and appropriate design concept in line with Equitas' mission and values;
- Create a 'timeline' including regular check-ins and deadlines for each element of the design process.

### **QUALIFICATIONS**

#### **Education**

Ideally we would be interested in individuals who possess design and marketing qualifications. However life experience and knowledge can be just as important.

#### **Preferred Knowledge, Experience and Qualities**

- Experience with multi-platform marketing and design
- Excellent working knowledge of professional design software
- Ability to develop and implement new and innovative design ideas
- Ability to create deadlines and meet them, presenting each stage of the design process to be discussed, and developed, with the flexibility to change direction according to team ideas
- Commitment to Equitas' mission and values
- Excellent communication skills, both written and verbal, in at least one official language
- Self-motivation and the ability to work well unsupervised
- Initiative to solve problems, suggest solutions and work with minimal supervision
- Ability to work in a team and open to feedback
- Drive and enthusiasm

### **RESOURCES**

You will need to provide your own computer with a professional design software and internet access for this role.

**HOW TO APPLY**

Please email us your CV along with a covering letter that highlights how you meet the criteria.

Please send us links to your online portfolio, or email examples of your previous design work.

If you are feeling particularly inspired, feel free to send us an outline of your ideas, concepts and even sketches or draft ideas, although this is not required.

Email to **[ryarosky@equitas.org](mailto:ryarosky@equitas.org)**