



Support Staff Job Description

Organisation	Dig Deep (Africa)
Role	Digital Marketing Assistant
Line manager	Ben Skelton, CEO
Contract type	Temporary volunteer
Location	Home based (a training day at our Sheffield office is required)
Salary	Voluntary. Costs for travel to office will be covered.
Hours	30 hours
Closing date	5pm Thursday 1 st November 2018
Start date	5th November 2018
End date	18th November 2018



Providing sustainable solutions for Kenyan communities.

Dig Deep (Africa) Registered Charity no. 1148745

W : digdeep.org.uk

@ : info@digdeep.org.uk

Address : 346 Glossop Road, Sheffield, S10 2HW

Overview of Dig Deep

Where we work in Kenya 8 out of 10 people lack access to clean water and sanitation. Our mission is to change this. Dig Deep works to help schools and communities get access to water and sanitation. We work together to build taps and toilets; to ensure that water and sanitation services are maintained for the long term; and to provide vital hygiene training to the next generation.

We are a small, rapidly growing, international NGO with 10 staff supported by 400+ volunteers based in both Kenya and the UK. For more information see – www.digdeep.org.uk

Overview of role

Dig Deep's biggest source of income is our challenge programme, in which fundraisers take on overseas and national challenges to raise money for our projects. We are looking for someone with experience and expertise in digital marketing and social media who can help us promote our fundraising challenges online to students across the UK.

The role requires someone who is experienced in creating marketing materials and campaigns that align with an organisations branding and online 'voice'.

The direct outcome of your work will be the recruitment of fundraisers, which will directly improve the lives of tens of thousands of the charity's beneficiaries every year

Key duties

- Create social media content aimed at recruiting students for our challenges
- Create and manage a targeted two week social media marketing campaign
- Report to the CEO of Dig Deep with updates of the campaign reach and engagement.

Requirements	Essential	Desirable
Excellent written communication skills	X	
Experience in creating content for Facebook and Instagram	X	
Experience in creating social media adverts and targeting marketing to specific demographics	X	
Experience in photo and video editing software	X	



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Training and remuneration

The successful applicant will be entitled to travel and subsistence expenses during the training day in Sheffield. The role is flexible and hours can be agreed with the Line Manager.

How to apply

To apply please fill out our Support Staff Registration form at www.digdeep.org.uk/support-staff-registration.

We are an Equal Opportunities employer.



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