

Marketing Campaign Manager: Naked Teaching Day (volunteer role)

If you are looking to develop your career in marketing, this is a great opportunity to showcase your skills.

Design and shape your own campaign

You will be responsible for designing and running a marketing campaign to promote Naked Teaching Day to schools in the UK.

Make a difference

The idea behind Naked Teaching Day (and no, it's not about teaching naked) is to raise awareness of and funds for children who attend makeshift schools in slums, under bridges, under trees and in refugee camps. In other words, the children that the World Wide Education Project work for. Last year #NakedTeachingDay took Twitter by storm, and schools up and down the country took part. This year we want it to be bigger and better, and we want to generate income as well as publicity, to provide children with books and stationary, teachers with much needed training, and school communities with safe classrooms. That's where we need your help.

Develop your career

Volunteering gives you opportunities that you might not get in the workplace, and a chance to show what you can do. You can use this role to develop and demonstrate a whole range of skills. The exact mix will depend on your strategy, but could include:

- an understanding of key marketing theories;
- creativity and innovation;
- digital marketing planning;
- strategy development;
- negotiation and persuasion;
- building partnerships;
- researching buyer behaviours;
- working to tight deadlines;
- managing a budget;
- leadership.

Work at a time and place that suits you

You will work on this project remotely, so you can work from anywhere in the country at a time that suits you. You can expect to spend around 4 hours per week on this role. Naked Teaching Day will take place this year on 29th September.

Find out more

Find out more about Naked Teaching Day at <http://www.wwep.org.uk/nakedteachingday/>

It's easy to apply!

Email info@wwep.org.uk telling us why you want to volunteer and what you can bring to the role. If you'd like to talk to someone about it, please call Simon Devine on 07740082771. You can also visit our website www.wwep.org.uk