

## **Marketing Campaign Manager: Refugee Education Experience**

**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 the Refugee Education Experience Day to schools in the UK. We will give you a small budget, and you will be responsible for tracking the return on investment.

### **Make a difference**

We want to sell 40 experience days to schools every year. If we are successful, we will have enough money to provide training up to 60 teachers for three years. This means transforming the life chances for up to 2,400 children.

### **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 and what you decide to do, 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;
- obtaining and using data in decision making;
- managing a budget;
- leadership.

### **What Refugee Education Experience Day is and why it matters**

The Refugee Education Experience Day has been developed by teachers for delivery in primary schools. It is designed to help children in the UK understand what it means to be a refugee and to empathise with children pursuing their education in the most difficult circumstances. Not only this, it also raises money to improve access to high quality education in the places where it is most needed.

### **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.

### **It's easy to apply!**

Email [info@wwep.org.uk](mailto: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](http://www.wwep.org.uk)