



We women realize social change together

The *We women foundation* is dedicated to empowering strong, determined women from marginalized communities of Burma by providing professional and educational opportunities.

CROWD-FUNDING AND MARKETING ASSISTANT- VOLUNTEER

We women is looking for an **enthusiastic volunteer experienced in crowd-funding and marketing, and who is passionate about women's issues in Southeast Asia**. You will work together with the Director Fundraising, and will assist when necessary. This position will require working on *We women foundation's* general strategic marketing plan as to develop the branding of *We women* and broaden awareness to grow (funding) support. An important part of this position will be to generate support through crowd funding using crowd-funding platforms like Pifworld. In addition you will be in close collaboration with our Communication Officer- in charge of the marketing of *We women's* individual projects, including our online campaign.

Primary Responsibilities include:

- Branding and promotion of *We women foundation's* campaigns and projects
- Develop a crowd-funding strategic plan using crowd-funding platform Pifworld and Social Media
- Responsible for coordinating crowd-funding initiatives
- Assist in creating digital and print marketing materials to support our campaigns.
- Assist in developing fundraising plan and strategies to achieve desired goals
- Together with Director Fundraising carry out *We women foundation's* fundraising plan and strategies
- Assist the Director Fundraising in identifying new foundations, corporations and opportunities to cultivate prospective donors
- Motivate and inspire volunteers to achieve and exceed marketing- and fundraising goals

Desired Skills and Experience:

- We are looking for somebody who is responsible, driven, persistent, motivated and can meet deadlines. In addition a preferred candidate is innovative and creative in order to target groups who would be interested in funding *We women foundation*.

www.wewomenfoundation.org
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We women foundation - Amsterdam



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- A preferred candidate has a degree in marketing or related field, however experience in marketing and crowd-funding in the non-profit or private sector will be taken into consideration as well
- Demonstrable experience of developing and delivering successful and innovative marketing strategies and business plans.
- Demonstrable Affinity with development work, gender issues and Burma are desirable.
- Previous experience or specialist knowledge in at least one of: grant applications, individual giving, major donors, capital appeals.
- Demonstrated excellence in organisational and communication skills, and an eye for marketing are essential
- Excellent interpersonal skills with the ability to inspire and engage a wide range of individuals and funders
- Strong computer skills (Excel, PowerPoint and Word)
- Graphic design skills are an asset

Availability and Location:

The work can be performed remotely. However, this person can also work from either one of our two offices in Yangon, Myanmar or Utrecht, Netherlands. It is preferable that the volunteer is based in The Netherlands. However, the organization is open to skilled & independent applicants who can work remotely from any location. If you seek to **volunteer full-time**, we require a six-month commitment. If you plan to **work part-time**, we are looking for a 9 to twelve months commitment.

How To Apply:

If you are interested in this position, please send your CV and a brief cover letter as soon as possible to Annelies Christiani: annelies@wewomenfoundation.org

Application deadline: October 1st Starting date: As soon as possible

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