DIGITAL MARKETING COORDINATOR  
Storytelling Team

LOCATION: Remote

ABOUT THE WELLBEING PROJECT

The Wellbeing Project is a dynamic and innovative organization dedicated to promoting holistic well-being and mental health awareness in the Social Change environment. Through various programs, resources, and initiatives, we aim to create a positive impact on changemakers’ mental, emotional, and physical health. As a Digital Marketing Intern, you will play a crucial role in amplifying our mission and expanding our reach to a wider audience.

ROLE OVERVIEW

As the Digital Marketing Coordinator at The Wellbeing Project, you will be a vital member of our marketing team, responsible for planning, executing, and optimizing digital marketing campaigns across various online channels. In this role, you will collaborate closely with cross-functional teams to develop and implement strategies that amplify our mission and engage our target audience. This is an excellent opportunity to contribute to a meaningful cause while honing your digital marketing skills and making a real impact.

RESPONSIBILITIES

- To co-create and execute digital marketing strategies to increase brand visibility and engagement.
- To create and schedule social media posts across various platforms, including Facebook, Instagram, Twitter, and LinkedIn.
- To produce visually appealing and impactful graphic and video assets.
- To monitor the performance of digital marketing campaigns using analytics tools, making data-driven decisions to optimize results.
To co-manage and maintain the organization’s website, ensuring content accuracy, user-friendliness, and optimization for search engines.

Assist in the planning and execution of virtual events, webinars, and workshops.

QUALIFICATIONS

- Bachelor’s degree in Marketing, Communications, Digital Media, or a related field (or equivalent experience).
- 2+ years of hands-on experience in digital marketing.
- Excellent written and verbal communication skills, with a keen eye for detail.
- Strong understanding of digital marketing strategies, tools, and techniques, including social media, SEO, SEM, email marketing, and content creation.
- Familiar with digital marketing analytics tools (e.g., Google Analytics, social media insights) to track and analyze campaign performance.
- Familiar with graphic design and video editing tools (e.g., Adobe Creative Suite, Canva) is a plus.
- Experience with content creation.
- Creative mindset with the ability to conceptualize and execute engaging content and campaigns.
- Passion for promoting mental health and holistic well-being is highly valued.
- Ability to work collaboratively in a team environment, manage multiple projects, and meet deadlines.
- Strong problem-solving skills and ability to adapt to a rapidly changing digital landscape.

WHAT WE OFFER

- An opportunity to work on a ground-breaking, global project that is a co-creation with leading institutions in the field of social change, and that is already seeing the beginning of an extraordinary movement.
- An innovative, collaborative, entrepreneurial and international working environment.
- A strong culture which is at the core of our organization and the project, as well as a large and diverse team that is loving, caring and... pretty awesome people!
- A steep yet friendly learning curve, including building a variety of key relationships in the social change sector worldwide.
APPLY NOW

If you are a motivated and creative individual who is passionate about digital marketing and committed to promoting well-being, we encourage you to apply for the Digital Marketing Coordinator role at The Wellbeing Project. Join us in our mission to create a world where everyone can thrive mentally, emotionally, and physically.

To apply, please submit your resume, a cover letter detailing your interest and qualifications, and any relevant digital marketing portfolio (if available) to hiring@wellbeing-project.org

Shortlisted candidates will be contacted for interviews.