

Job Advertisement: Sustainable Marketing Officer

Organisation: Wild Earth Movement

Position Type: Part-Time/ Casual/ Freelance

Location: Mixed. Remote/in person (MUST be able and willing to travel to Stourbridge or Dudley once per week)

Salary: Negotiable, dependent on candidate. We are open to discussing this and are really looking for the right person who is going to help us THRIVE.

About Us:

Wild Earth Movement is a passionate not-for-profit organisation dedicated to fostering cultural and community projects that nurture a sustainable and harmonious relationship with the environment. We champion innovative initiatives that empower communities to create a positive environmental impact while celebrating cultural diversity and collaboration.

We are quickly expanding and looking for a creative **Sustainable Marketing Officer** to join our team. If you are passionate about sustainability, are digitally creative and can navigate social platforms we want to hear from you!

The Role:

As our Sustainable Marketing Officer, you will be responsible for developing and implementing marketing strategies that elevate our mission and amplify our impact leading to more business opportunities and bigger and better projects. This role offers the flexibility to design your own working hours as long as we can work together effectively. However you will be expected to travel to Stourbridge or Dudley once per week and this may be reviewed in the future. Although the role is flexible, you must be able to work minimum hours each week and preference will be given to a candidate that can commit to a somewhat regular schedule. You must have your own laptop for this role and be willing to work across all popular social media platforms.

Key Responsibilities:

- Develop and execute marketing campaigns to promote Wild Earth Movement's projects and initiatives.
- Create engaging content for our social media platforms
- Manage and grow our online presence to connect with a wider audience.
- Attend events to document to our followers
- Build and maintain relationships with partners, sponsors, and community stakeholders.
- Place posters in key locations for upcoming events
- Update the website and keep it looking fresh (WIX- simple to use)
- Create facebook events
- Create a social media/ marketing calendar

About You:

- **Passion for Sustainability:** You share our vision for creating a greener, more inclusive future.

- **Marketing Expertise:** Some experience would be great, but we aren't expecting you to be an expert in everything. Willingness to learn and enthusiasm are key.
- **Content Creator:** Excellent writing and creative skills to craft compelling narratives and visual content.
- **Tech-Savvy:** Familiarity with social media platforms, email marketing tools
- **Team Player:** Collaborative mindset with strong interpersonal skills. We want you to become part of our family.
- **Self-Motivated:** Ability to work independently and manage your time effectively in a flexible environment.
- **SEO & analytics:** Experience. Understanding of key words and SEO use to further our reach.

What We Offer:

- Flexible working hours tailored to your schedule.
- Opportunity to make a meaningful impact in a dynamic, purpose-driven organisation.
- A supportive and inclusive team culture with team meet ups and social outings.
- Potential for growth and professional development within the organisation as we become a registered charity.

How to Apply:

Please send your CV and availability plus a short cover letter about yourself, your interests and anything else we should know about you. Please feel free to hide any age, gender or ethnicity from your CV if you wish too.