WACSI seeks to engage a committed, motivated Digital Marketing Assistant to join its team in contributing to enhancing civil society’s efficiency and effectiveness in West Africa. Applications are hereby invited from suitably qualified persons for the position below:

**Project Assistant Digital Marketing (Temporary Contract)**

**General Description**
Primarily to assist in the planning, implementing, execution and optimization of digital marketing activities for the TechSoup donation programme. S/he will assist with social media marketing support to help with dynamic and aggressive campaigns to increase outreach to non-profit organisations as well as track and measure the effectiveness of the marketing efforts.

**Responsibilities**
- Assist in the execution of the digital marketing strategy
- Support with comprehensive digital marketing schedule and social media calendar
- Design targeted marketing content and carry out regular campaigns
- Monitor the implementation of the digital marketing campaigns
- Prepare reports to measure each of the digital marketing efforts
- Support in the analysis of campaign reports on a periodical basis and take data-driven action
- Provide insights on major trends and marketing drive
- Prepare well-structured Ads campaigns
- Use the right type of platform and campaign type based on the goals of the campaign
- Track and analyse conversions using Analytics
- Make input to the operational digital marketing strategy of the organisation.

**Educational Qualification & Experience**
- First degree, preferably with some background (knowledge or experience) in marketing, communication, sales or related fields
- Familiarity with online marketing tools
- Effective handling of social media tools and platforms
- Basic skills and experience in planning, implementing & executing digital marketing strategies
- Basic experience in various aspects of digital marketing
- Basic analytical skills
- Good knowledge of Google Analytics
- Good knowledge of Microsoft Excel for data analysis

**Key Requirements**
- Results-oriented, good interpersonal skills, be willing to learn, good aptitude for technology, professional demeanor, and good analytical and problem-solving skills.
- Good written communication
- Proficient in English and French
- Good knowledge and interest in the use of technology for social change
- Good understanding of digital marketing concepts and best practices
• Passionate about social impact
• Good time-management skills
• Basic skills in graphic design to design creative posts will be a value added
• Strong social media drive and outreach capability
• Ability to work excellently in teams and independently.

Interested applicants for position must submit an application letter and Curriculum Vitae/Resume with names of referees, by email at recruitment@wacsi.org

Closing date for submission of all applications is Friday 4 December, 2020.

Please note:
  • Priority will be given to bilingual (French/English) applicants.
  • Due to the volume of applications, only successful applicants will be contacted for interview.