



## Communications and Marketing Coordinator

**Duration:** Indeterminate

**Remuneration:** Voluntary, Non-Remunerated

**Location:** Belgium or Overseas Possible

**Deadline for Applications:** 01/08/2023

The Communications and Marketing Coordinator at MUNers Across Borders (MAB) is responsible for developing and implementing effective communication and marketing strategies to promote MAB's mission, programs, and initiatives. As the Communications and Marketing Coordinator, you will work closely with the Director and other team members to enhance MAB's visibility, engage stakeholders, and amplify the organisation's impact. This role presents an exciting opportunity to contribute to MAB's growth and success through strategic communication and marketing efforts.

Responsibilities:

### 1. Communication Strategy:

- Develop and implement a comprehensive communication strategy aligned with MAB's goals and target audience.
- Create engaging and compelling content for various channels, including website, social media, newsletters, and press releases.
- Ensure consistent messaging and branding across all communication platforms.

### 2. Marketing Campaigns:

- Plan and execute marketing campaigns to promote MAB programs, events, and initiatives.
- Identify target audiences and develop tailored marketing materials, such as brochures, videos, and infographics.
- Collaborate with the Social Media Officer and Marketing Officer to ensure cohesive marketing efforts.

### 3. Media Relations:

- Serve as the primary point of contact for media inquiries, interviews, and press releases.
- Build and maintain relationships with media outlets, journalists, and influencers to generate media coverage and increase MAB's visibility.
- Monitor media coverage and prepare media reports for internal stakeholders.

### 4. Digital and Print Collateral:

- Oversee the creation and maintenance of digital and print collateral, including website content, promotional materials, and publications.
- Coordinate with graphic designers, writers, and other external resources to ensure high-quality deliverables.
- Conduct regular updates and improvements to the MAB website to ensure relevant and engaging content.

#### 5. Analytics and Evaluation:

- Track and analyse the effectiveness of communication and marketing initiatives using relevant metrics and analytics tools.
- Provide regular reports on key performance indicators and make recommendations for improvements.
- Stay updated on industry trends and best practices in communication and marketing to enhance MAB's strategies.

#### Suggested Qualifications:

- Bachelor's degree in marketing, communications, journalism, or a related field.
- Proven experience in communications, marketing, or public relations, preferably within the non-profit or international development sector.
- Excellent written and verbal communication skills, with the ability to create compelling content for diverse audiences.
- Strong project management skills, with the ability to prioritise tasks, meet deadlines, and manage multiple projects simultaneously.
- Proficiency in digital marketing tools, content management systems, and social media platforms.
- Knowledge of design principles and experience with graphic design software is advantageous.
- Understanding of analytics and ability to use data to drive decision-making.

As the Communications and Marketing Coordinator at MUNers Across Borders, you will play a pivotal role in shaping MAB's communication and marketing efforts, ensuring that the organisation effectively reaches its target audience and stakeholders. Through your creativity, strategic thinking, and strong communication skills, you will contribute to building MAB's brand, expanding its reach, and promoting its impactful programs and initiatives.

#### Working Conditions

Positions at MUNers Across Borders are non-remunerated, and the organisation is led by volunteers based primarily in Belgium but across the world. Expected time is around 5-10h a week, with deviations upon request and in-discussion with the team.

#### How to Apply

Please submit your application on the form on the MUNers Across Borders - World MUN Day [Website](#), we will be taking applications on a rolling basis, and reserve the right to close applications early in case we find a suitable candidate ahead of time.

For any queries please reach out to [recruitment@worldmunday.com](mailto:recruitment@worldmunday.com)