

Volunteer Marketing Specialist

Organization: Ubiquitous Services

Location: Remote

Commitment: Flexible, with a minimum of 5-10 hours per week

About Ubiquitous Services

Ubiquitous Services provides accessible educational services focused on digital literacy, business development, personal and professional growth to underserved communities. Our mission is to equip individuals with the skills and resources needed to navigate the digital economy, start and grow businesses, and achieve economic empowerment.

Role Overview

We are seeking a dedicated **Volunteer Marketing Specialist** to enhance our outreach efforts and increase our impact. As part of this role, you will contribute to creating and executing marketing strategies to raise awareness of our programs and services while engaging with the community we serve.

This is a perfect opportunity for marketing professionals or aspiring marketers looking to use their skills for a meaningful cause while gaining valuable hands-on experience.

Key Responsibilities

- **Develop Marketing Strategies:** Collaborate with the team to design and implement comprehensive marketing plans that align with organizational goals.
 - **Create Content:** Produce compelling materials such as social media posts, email campaigns, brochures, newsletters, and blog content to promote our programs.
 - **Manage Social Media:** Oversee our social media accounts (TikTok, Instagram, Facebook), including content creation, scheduling, and engaging with followers to grow our online presence.
 - **Optimize SEO:** Improve search engine rankings by updating and optimizing site content.
 - **Monitor Campaign Performance:** Track the success of marketing campaigns and provide actionable insights for continuous improvement.
 - **Support Community Events:** Assist in planning, promoting, and executing community workshops and outreach initiatives.
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Qualifications

- Strong communication skills, both written and verbal.
 - Knowledge of digital marketing platforms and tools (e.g., Canva, Mailchimp, Google Analytics, Hootsuite).
 - Familiarity with website management platforms like Wix, WordPress or Squarespace is a plus.
 - Creative and resourceful, with a passion for community empowerment and economic development.
 - Ability to work independently and as part of a collaborative team.
 - Prior marketing experience is a bonus but not required—we welcome enthusiastic learners!
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Benefits

- Gain hands-on marketing experience with real-world projects.
 - Build a portfolio showcasing your work in a meaningful context.
 - Develop professional connections and receive references upon successful completion of the role.
 - Make a tangible difference by empowering individuals and communities to thrive.
 - Flexible schedule with opportunities to grow and take on leadership roles.
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How to Apply

If you're ready to make an impact, please click [this link](#) and submit your resume. Use the message line as "Volunteer Marketing Specialist Application." Applications are reviewed on a rolling basis.

Join Ubiquitous Services and be part of a mission-driven team dedicated to transforming lives and building stronger communities through education and empowerment.