

Marketing and Brand Strategist

Do you have a passion for promoting a cause that's beyond yourself? Would you like to use your expertise to **grow** our marketing efforts? We are looking for skilled professionals to **volunteer** in our Marketing and Branding Committee now.

African Diaspora United for Development (ADUD) is an organization created to empower African people living across the globe by engaging and partnering with individuals, businesses, agencies and institutions in a collaborative effort to build stronger African communities through education and social development. At ADUD, we believe that all Africans are one people, one family who should work together towards one future.

This includes but is not limited to helping and empowering our people, leading impactful initiatives, promoting unity and philanthropy in order to improve our lives in the Diaspora and back on the continent.

We work in an environment that is relaxing and collaborative which helps to bring the best out of every individual. At ADUD, we allow our team to grow and develop professionally to assume greater responsibilities to serve.

Responsibilities

- Improving and managing member acquisition and retention
- **Craft targeted** brand strategies for the promotion of the ADUD brand
- Engage the membership base by creating exciting campaigns and programs
- Work hand in hand with the Communications and PR team to deliver engaging content on our website and social media outlets

Requirements

- At least 12 months of marketing and brand experience
- Creativity and passion
- Ability to work effectively with little or no supervision
- Ability to wear multiple hats
- Excellent communication skills

You'll succeed at this role if you're driven, passionate and willing to learn.

Communications Consultant

Do you have a passion for promoting a cause that's beyond yourself? Would you like to use your expertise to **grow** our marketing efforts? We are looking for skilled professionals to **volunteer** in our Communications & PR Team now.

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Responsibilities

- Communicate regularly by posting relevant content on our website and social media outlets
- Work with the Marketing and Brand team to develop objectives for social media
- Establish a monthly program of content creation including writing blogs, articles etc.
- Communicate events, programs and activities to members and the public.
- **Be part of our Newsletter publishing team**

Requirements

- At least 12 months of communication experience
- Creativity and passion
- Ability to work effectively with little or no supervision
- Superb **oral** and communication skills

You'll succeed at this role if you're driven, passionate and willing to learn.