

180 Degrees Consulting Berlin e.V. is looking for a

# Marketing Manager



## About 180 Degrees Consulting

180 Degrees Consulting Berlin e.V. is the Berlin branch of the [worldwide 180 Degrees Consulting network](#), the world's largest consultancy for social organizations. We train students and young professionals in human-centered design methods blended with traditional consulting tools so they can help social organizations to accelerate their social impact and become future social impact leaders.

We are looking for a volunteer **Marketing Manager** who represents our Branch on our social media channels and develops new content to boost our online presence. You will extend the visibility of our branch online, develop new formats and guarantee a professional online presence. You will also make sure that each part of our organization is visible to our community and beyond.

## Responsibilities:

- Develop online and offline marketing campaigns to engage the audience and promote the 180DC Berlin brand
- Curate our website, keeping it up-to-date, attractive and user friendly
- Promote events and workshops as well as calls for applications to a diverse audience through planned campaigns
- Develop and oversee marketing databases, emails, and campaigns
- Aid with the design and copywriting of presentations, documents, flyers, and posters
- Collaborate with other stakeholders to promote initiatives and events through content creation
- Plan and maintain a content calendar with a tentative schedule of all social media posts for the month
- Create and circulate seasonal newsletters to promote our activities to externals and alumni communities

## Qualifications and Profile

- Team player with excellent interpersonal and analytical skills
- Sound understanding of marketing principles and strategies to increase engagement and brand visibility

- Very high formal accuracy and attention to detail
- Ability to manage tight deadlines with multiple stakeholders involved
- Experience with Canva, alternatively with Affinity Designer, Adobe Illustrator or a similar tool
- Experience managing different social media channels (especially LinkedIn and Instagram)
- Experience with Wix.com is a plus
- Ability to copywrite and create content around different topics
- On average, commit 10 hours per week to the task
- Preferably able to commit one year to the position in order to have a long-lasting impact on the future of the organization

### **What is in it for you?**

- Opportunity to make an impact by increasing our reach, showing off the work of our branch and thereby attracting new talents and partners
- Finetune your skills in marketing, designing and content creation
- Receive peer-feedback and participate in workshops to develop your knowledge base
- Put your academic learnings to practice by developing marketing and PR strategies
- The opportunity to grow your personal network in the social entrepreneurship and consultancy scene
- A network of over 500 alumnis and a ever expanding network of supporters and affiliates
- A “once in a lifetime” experience of being able to experiment with new formats and ideas, optimizing your project management and consulting skills
- Benefit from working with a multi-disciplinary, international team of highly ambitious young professionals and students who support each other along the way and beyond

Does this sound like you? Then **get in touch with us** right away!

→ <https://www.180dc.de/apply>