

Digital Marketing Manager

Do you want to join a fast-paced, international, student-led, social impact charity? Are you looking for meaningful voluntary experience and a community of like-minded, ambitious people?

We're currently looking for a collaborative, resourceful, and driven individual to join our team as Digital Marketing Manager. As Digital Marketing Manager, you'll be part of our Marketing and Public Relations team, helping shape the global image of Project Access across digital platforms. You'll play a key role in growing our online visibility and work closely with Aakansha, our Global Director of Operations

Responsibilities include:

- Supporting our digital marketing strategy across key platforms
- Improving Project Access's online visibility through SEO, CRO, or ad optimisation
- Helping run and refine paid campaigns (e.g. Google Ads, PPC)
- Monitoring social media trends and analysing performance data
- Contributing to brainstorming and testing new marketing growth ideas

The ideal applicant is...

- Excited to learn and experiment with new tools and approaches
- Thrives in a team environment but also works independently with confidence
- Proactive, organised, and dependable
- Curious about digital growth strategies and eager to have a real impact
- [Preferable but not essential] Has experience in digital marketing areas such as: Google Ads, Search Engine Optimization (SEO), Conversion Rate Optimization (CRO), Pay-per-click (PPC) advertising, Social media analytics and reporting

You will get...

- Ownership of your work and opportunities for growth from day one
- A hands-on opportunity to learn and apply real digital marketing skills
- A flexible, supportive environment to try new ideas and build your portfolio
- Ownership of your work and the chance to lead on key projects from day one
- Access to a global community of driven, talented, and supportive students

The position is an unpaid, volunteer role that will require **5-7 hours** of work per week, with flexibility during busy times of year (e.g. during exams).

If you have any questions, please do not hesitate to get in touch with Aakansha, our Global Director of Operations (aakansha.das@projectaccess.org).