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### **Wanted: Digital Marketing and Social Media Intern**

Do you have an interest in building marketing content for social media pages and websites whilst also wanting to contribute to a greater good?

We are looking for someone who can support our fundraising team building online marketing content. Gain experience and opportunities to hone your skills in social media content production.

If you have a can-do attitude, consider yourself to be pro-active and organised, and can commit to a minimum 1 day a week volunteering we would love to talk to you.

### **Snapshot of School for Life Foundation**

School for Life Foundation (SFL) is a non-profit organisation working in rural Uganda. We build holistic education models to empower communities to help themselves.

To date we have raised more than A\$4 million and mobilised the support of thousands of people around the world who have helped us:

- Build 2 schools (with a third commencing construction in July 2017);
- Educate 560 students annually;
- Employ more than 120 adults as managers, teachers, construction workers, cooks and support staff;
- Provide 3 nutritious meals a day for all our staff and students;
- Provide clean drinking water sources (tanks and boreholes) to 2 rural communities;
- Provide 2 health clinics with full-time nurses to treat students and staff, decreasing absenteeism and increasing overall health for the community;
- Build bio-digesters and solar electricity systems to increase our projects' sustainability for the long-term; and
- Build sustainable businesses including a women's tailoring program called KUMI which employs 15 women as tailors, a piggery and goat farm.

This is an opportunity to gain experience with a young, creative and flexible team with the opportunity to take real ownership over a number of projects and organisational responsibilities.

This role will report to the Fundraising Coordinator and Fundraising Manager.

**Tasks may include, but are not limited to:**

- Researching, creating and updating content for use on the School for Life website.
- Evaluating online content, both written and visual, and optimising it for current user behaviour and preference trends.
- Conducting search keyword research in relation to the SFL website and current campaigns, to increase SEO.
- Analysing web traffic, proposing and conducting content and creative tests to optimise the online experience for web users.
- Researching and making recommendations for digital supporter engagement journeys, including email and SMS.
- Supporting community fundraising activity, including campaign and event planning as required.
- Additional tasks as advised by the Fundraising Coordinator, Fundraising Manager and CEO.

**Selection criteria:**

- A comprehensive understanding of marketing principles and how they apply to the digital landscape.
- Great copywriting skills with high attention to detail.
- Passionate about creating positive changes in the developing world, particularly Africa.
- Ability to take initiative and come up with creative communications and marketing tools.
- Ability to prioritise tasks and manage your time effectively.
- Commitment and passion for SFL's mission and value.

**Desirable qualifications or experience:**

- An understanding of trends in social media, online marketing and/or communication space.
- Experience drafting marketing content for a not for profit.
- Experience working in a role that requires clear and concise communication; and
- An understanding of international and/or development issues.

Please send your resume and cover letter to CEO Annabelle Chauncy at

[Annabelle@schoolforlife.org.au](mailto:Annabelle@schoolforlife.org.au)