

### Volunteer Profile

**Area:** Marketing and Communications

**Supervisor(s):** Conny Havel

**Time requirements:** Flexible

**Timeframe:** Immediately

**Location:** Envigado or remote

**Areas of work:** Communications, PR and Marketing

Principal objective of position or project	Specific Objectives	Required competencies	Deliverables	Priority
<b>Translation of material</b>	Translation of communication material from <ul style="list-style-type: none"> <li>- Spanish to English</li> <li>- English/Spanish to French.</li> </ul>	<ul style="list-style-type: none"> <li>- Language skills: English, Spanish, French</li> <li>- Excellent skills in writing</li> <li>- Experience in translation.</li> </ul>	<ul style="list-style-type: none"> <li>- Translated documents.</li> </ul>	High
<b>Organization of database</b>	The picture and video database needs to be filed, organized and updated.	<ul style="list-style-type: none"> <li>- Language skills (English, Spanish)</li> <li>- Organizational talent</li> <li>- Detail-oriented</li> </ul>	<ul style="list-style-type: none"> <li>- Organized picture database with tags (flickr)</li> <li>- Database for quotes</li> <li>- Footage and filing of videos</li> </ul>	High
<b>Digital media strategy</b>	Support in the development of a digital media strategy for ARM and Fairmined.	<ul style="list-style-type: none"> <li>- Knowledge on digital media and social networks</li> <li>- Marketing &amp; Sales skills</li> </ul>	<ul style="list-style-type: none"> <li>- Digital media content, strategy and campaigns</li> </ul>	High
<b>Development of marketing and communication material</b>	Develop and update marketing material, video production.	<ul style="list-style-type: none"> <li>- Communication skills</li> <li>- Design skills</li> <li>- Video production skills</li> </ul>	<ul style="list-style-type: none"> <li>- New and updated material.</li> </ul>	High
<b>Media mapping</b>	Identify media to promote Fairmined in Europe and the US	<ul style="list-style-type: none"> <li>- Research skills</li> <li>- Knowledge of specialized media and PR</li> </ul>	<ul style="list-style-type: none"> <li>- List of all media contacts (based on the existing work).</li> </ul>	High
<b>PR and outreach strategy and implementation</b>	Create a strategy and plan for our PR outreach work taking into account the available resources. Prepare pitches or other materials and tools to implement the strategy	<ul style="list-style-type: none"> <li>- Knowledge of PR strategy</li> <li>- planning</li> <li>- Experience with press work</li> <li>- Detail oriented</li> <li>- Excellent writing skills in English</li> </ul>	<ul style="list-style-type: none"> <li>- Strategy document and implementation plan</li> <li>- Pitches/outreach emails</li> <li>- Press packages</li> </ul>	High

			- Other tools and materials for implementations defined in the PR strategy and implementation plan	
<b>Mapping of jewelers</b>	<ul style="list-style-type: none"> <li>- Identify potential jewelers to promote Fairmined in Europe and the US</li> <li>- Create a PPT with an overview of jewelers communication in our key markets</li> <li>- Create a Benchmark of the best sustainable jewelry communication campaigns</li> </ul>	<ul style="list-style-type: none"> <li>- Research skills</li> <li>- Business thinking</li> <li>- Marketing &amp; comms skills</li> <li>- Campaign skills</li> </ul>	<ul style="list-style-type: none"> <li>- List of jeweler contacts (based on the existing work).</li> <li>- PPT with the Overview</li> <li>- Benchmark presentation</li> </ul>	Medium
<b>Celebrity engagement strategy</b>	<ul style="list-style-type: none"> <li>- Identification of interesting celebrities for Fairmined</li> <li>- Identification of events where Fairmined should be exposed through celebrities</li> </ul>	<ul style="list-style-type: none"> <li>- Business intuition</li> <li>- Marketing &amp; comms skills</li> <li>- Knowledge on the market of celebrities desirable</li> </ul>	<ul style="list-style-type: none"> <li>- Summary on how to reach out and engage with celebrities</li> <li>- Mapping of possible celebrities and events</li> <li>- Outreach and engagement strategy</li> </ul>	Medium
<b>High profile leads outreach</b>	<ul style="list-style-type: none"> <li>- Identification of high-profile leads (products, trophies, medals, prices, events etc) interesting for Fairmined</li> <li>- Identification of the supply chain behind these products</li> </ul>	<ul style="list-style-type: none"> <li>- Research and business skills</li> <li>- Understanding of supply chains</li> </ul>	<ul style="list-style-type: none"> <li>- Mapping of high-profile leads interesting for Fairmined</li> <li>- Outreach strategy document</li> </ul>	Medium
<b>Integrated marketing campaign</b>	<ul style="list-style-type: none"> <li>- Create proposal for a consumer-facing (digital) marketing campaign for Fairmined &amp; Fairmined partners (jewelers)</li> <li>- Develop creative ideas</li> </ul>	<ul style="list-style-type: none"> <li>- Marketing &amp; communications skills</li> <li>- Campaign skills</li> <li>- Creativity</li> </ul>	<ul style="list-style-type: none"> <li>- Proposal of different marketing campaign ideas</li> </ul>	Low

**Our Offer:**

- Space for learning
- Flexible and enjoyable work environment
- You will have the opportunity to innovate, be challenged and put knowledge into practice for the benefit of the development of the foundation and its stakeholders.
- ARM will provide the infrastructure, tools and materials necessary to undertake the activities and projects.

- Contribute to a rewarding and meaningful initiative that seeks to promote and develop responsible artisanal mining and provide mining communities with the tools for them to enjoy and achieve an improved quality of life.

**CONTACTS:**

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