

Marketing Volunteer Wanted

The Peace & Justice Store is looking for someone who has a knack for marketing planning and implementation. This volunteer opportunity will give you the chance to learn more about artisans and growers from the Global South, the importance of labor rights and ethically sourced goods, environmental sustainability, and Fair Trade Movement as a whole.

Tasks include:

- Increased awareness of the mission and location of the Peace & Justice Store
- Research new methods of increasing foot traffic and store sales
- Working with Store Manager to plan promotional calendar
- Creating stunning graphics
- Making engaging posts about fair trade producers and their products
- Utilizing tools and guidelines to measure marketing success
- Monthly Progress Reports for the Peace & Justice Center Board of Directors
- Compiling marketing handbook for future volunteers
- Work with current volunteers on Vendor Binder Project

Required Skills

- Excellent writing and communication skills
- Experience with print and digital advertisements
- Social media
- Paid social media ads
- Google Ad Grants
- Graphic design software
- Working within Peace & Justice Center budget

The ideal person for this position will have the ability research, implement, and record progress of marketing strategies, work well in a fast pace environment, and demonstrate dedication to social justice issues. They must be a self-motivated, creative thinker, who can work well independently and on a team.

Please submit a writing sample, a graphic(s) that you have designed, and a paragraph about why you are interested in this position to Amy Crosswhite at store@pjcvt.org.