



## **Marketing Analyst Volunteer Job Description**

### **About Us**

PRERNA is a non-profit humanitarian organization that empowers refugees with opportunities to rebuild sustainable lives in the United States. We help refugees across all ethnicities and faiths become independent with continuum care. Our services include housing, supplies, healthcare, education, employment and cultural assimilation. We are located in Santa Clara County, California.

### **Description**

We are seeking a detail-oriented and enthusiastic Marketing Analyst to measure and boost the performance of our new website and social media channels (e.g., Facebook, Twitter, Instagram, LinkedIn). You will play a vital role in collecting, organizing and analyzing a variety of data sets to provide recommendations on how to increase PRERNA's reach and improve the effectiveness of our digital marketing strategy.

### **Responsibilities**

- Track, measure and analyze website activity and communications metrics using Google Analytics, social media analytics and key performance indicators
- Create monthly reports, highlighting key activity and trends over time
- Identify actionable insights and provide recommendations to increase traffic
- Help drive new users through our social media presence to the website through SEO and other marketing techniques
- Explore ways to engage existing supporters to become more active, through number of likes, shares and conversion into donors

### **Qualifications**

- Experience with Google Analytics, Facebook, Twitter, Instagram and LinkedIn
- Minimum two years collecting data and conducting analysis
- Proficiency in Microsoft Excel, PowerPoint and GoogleDocs
- Bachelor's Degree in a quantitative field (i.e. finance, mathematics, statistics)
- Detail oriented with strong written and verbal communication skills
- Ability to multi-task and self-manage deadlines
- Disciplined individual who works well in a telecommuting capacity
- Passion for helping refugees, and building a more equitable society

### **Other**

- Remote position, can work virtually
- Flexible hours
- Minimum volunteer assignment of six months

Created 7.17.17