

Gaza Great Minds

We Will Read Again

A Social Media Advertising Associate

Gaza Great Mind Family consists of talented team of non-paid volunteers across the world who manage the fundraising, social media and web presence for the project. Our role is to showcase the work of the talented educational teams on the ground and advocate for them to raise financial support and educational resources.

We believe that any family is as strong as the members allow it to be. GGM family is seeking highly energetic, passionate and qualified individuals who care about children's education in Gaza during all circumstances. GGM family offers a rewarding experience psychologically by making a real impact on the present & future of the children of Gaza.

Role brief

A Social Media Advertising Associate designs and implements social media advertising campaigns, tailoring strategies to meet specific objectives. They manage campaign setups, targeting, budgeting, and creative aspects, such as ad copy and graphics. Regularly analyzing performance data, they refine campaigns for better results and report on their effectiveness to GGM family.

Their work involves staying up-to-date with social media trends, platform updates, and advertising best practices. By understanding the nuances of each platform, they maximize campaign impact, helping GGM to raise funds efficiently through social media channels.

Responsibilities:

- Run successful social media fundraising campaigns.
- Conduct A/B testing to optimize ad performance.
- Communicate campaign results to GGM family.
- Generate or collect advertising assets.
- Deliver regular reporting on advertising performance.
- Monitor advertising trends and industry best practices.

Ideal volunteer would poses:

- Excellent interpersonal and communication skills.
- Experience in online marketing.
- Proficiency in data analysis using reporting tools or Excel.
- Ability to adapt messaging to different audiences.
- Eagerness to learn new technologies and tools.