JOB OPPORTUNITY: MARKETING & COMMUNICATIONS EXPERT - PUBLIC TRANSPORT MAPPING - FULLY REMOTE

About Trufi Association
We are Trufi Association e.V., named after minibuses in Bolivia. Our mission is to make informal public transport in emerging cities and the megacities of tomorrow more attractive and accessible. We are an international NGO registered in Germany. We enable city authorities and local entrepreneurs to deploy a truly user-friendly multimodal journey planner app. We offer an open-source platform for localised multimodal journey planner apps that integrate official public transport, informal minibus routes and other transport systems like taxis. Our Trufi app supports any language, even local dialects, and runs on Android and iOS. Our first Trufi app launched in Cochabamba (Bolivia) and it is now available in Accra (Ghana), Duitama (Colombia) and Addis Ababa (Ethiopia); pilots currently beta-run in Manila (Philippines), and in La Paz, El Alto and Tarija (all in Bolivia) - and many more cities are preparing for a launch.

About the role
We are in full expansion mode, and seek to make our products more visible to our customers (cities, NGOs, partners, etc) and to volunteers. We need to professionalize our activities, set up a marketing process and constantly update our stakeholders. The marketing & communications expert will work hand-in-hand with the business development manager and Administrative Coordinator and will directly report to the Executive Board.

Your responsibilities and tasks

- Brainstorm and develop ideas for creative marketing campaigns
- Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)
- Liaise with external vendors to execute promotional events and campaigns
- Collaborate with marketing and other professionals (internal, volunteers, or contracted) to coordinate brand awareness and marketing efforts
- Develop and rollout new marketing/branding material created in collaboration with graphic designers
- Stay on top of Trufi programs, activities, and successes so that they can be promoted
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail etc.)
- Assist in developing, writing, and editing proposals and presentations for Trufi
- Develop communications policies and protocols to be used by Trufi leadership, staff, and volunteers
- Manage restructuring and redesign of Trufi websites
- Represent Trufi in person and in online events
- Undertake individual tasks of a marketing plan as assigned, e.g.
  - Write and optimize landing pages and other web content
  - Write blog posts
  - Compose and post to social media channels
  - Create, source, and prepare images used as marketing branding collateral
  - Oversee production of videos
  - Create and implement a newsletter
  - Write press releases

Why we love working for Trufi

We give millions of people access to the most convenient public transport options for getting from A to B, and we do this to empower their lives and help with climate change mitigation in line with SDG 11.

Our approach is built on passion, initiative and ideation. We are a growing virtual community of supportive and passionate colleagues located around the world. Most of us are volunteers and we appreciate that we can put bold ideas and out-of-the-box thinking into action. We have a clear strategy to deliver impact at scale and to maximise the impact of our work.

We give each other the support to learn and grow personally and professionally through our successes and the challenges we face. We use Slack, GSuite, Trello, and GitHub to collaborate effectively, and we have numerous rituals to stay connected and mission-driven.

Your application

Apply now on this Google Form and send your CV to jobs@trufi-association.org.

- Apply until: August 8, 2021
- Job start date: September 1, 2021
- Payment negotiated
- Part-time job: 1 or 2 days/week, fully remote
- Internal applications favoured.