



## **Communications & Fundraising Officer - Job Description**

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**Company Name:** WindAid Institute

**Company Description:** Serves as an educational institute whose projects provide electricity to developing communities utilizing wind energy to provide a clean and reliable source of electricity in locations where traditional electricity is not available.

**Industry:** Renewable energy systems

**Company Address:**

**City:** Trujillo

**State:** La Libertad

**Zip:** 13001

**Country:** Peru

**Company Website:** [windaid.org](http://windaid.org)

**Contact Name:** Gandhi Alva

**Title:** Executive Director

**Email:** [gandhi@windaid.org](mailto:gandhi@windaid.org)

**Phone Number:** (+51) 973 366 356

**Address & Location - Workshop:** Panamericana Norte Km. 554 Moche, Trujillo - Perú

**Address & Location - House:** Calle Paraguay 499, El Recreo, Trujillo – Perú

**Co-op Job Title:** Communications & Fundraising Officer

**Co-op Job Description:**

We are looking for a highly motivated person to come to Peru who will lead our social media outreach as part of our Communications team:

**Job Purpose:**

- Grow the WindAid Institute image
- Increase the number of participants for our projects
- Create new partnerships with other organizations
- Increase our supporter network.

**Main duties and responsibilities:**

- Creating and delivering frequent content on multiple social media platforms to publicly showcase our activities, tell our supporters what we are doing, and reach out to new supporters
- Email reach out to universities or volunteer organizations in order to get new volunteers to our engineering or internship programs.
- Researching and applying for grants, awards and new partnerships.
- Helping design and deliver key marketing materials such as flyers or any other infographic format.
- Creating, updating and/or delivering the fundraising strategy, key documents such as the annual report, and marketing material.
- Assist and report during our weekly meetings about any progress made during the week.

**Requirements:**

- Previous experience in fundraising projects – at least one completed cross-platform social media project (promotion for a club, fundraising event, informing a member base about major changes, etc.).
- Proficiency using: YouTube, Instagram, Facebook, & LinkedIn.
- Proficiency in: Google Drive, Google Docs and Spreadsheets.
- High standard of written and oral English.
- Proficiency publishing tools and Canva or Photoshop.

**Preferred Skills:**

- Excellent eye for visual design and presentation.
- Proficiency in: Google Analytics, Google Ads and WordPress.
- Website Management (edit, upgrades, updates).
- Volunteer experience.

**Skills Gained by the End of Co-op/Internship:**

- Team builder
- Leadership
- Expand Network of Contacts
- Learn about wind turbines
- Learn about community impact
- How a NGO operates

**Number of positions:** 1

**Hours per week:** 35 hours

**Benefits:**

- Pick-up from the Airport
- Housing (hot water, electricity, Wi-Fi, bedroom, kitchen, living room and laundry)
- Food during working days (Monday to Friday)
- Paid transportation to our workshop
- Paid trips to the communities we work with
- Integration into projects while in Peru, including visiting communities and participating at installations.
- Working certificate by the end of the period

**Majors considered:** Communication and Media

**Language Requirements:** English (advanced) / Spanish (preferred)

**Location Information (culture, cost of living, etc.):**

Trujillo is situated on the northern coast of Peru. The country's third most populous city, it boasts some excellent pre-hispanic archeological sites to visit such as Chan Chan, the largest city of the pre-Columbian era in South America. The local ruins are a great short-getaway for an adventure and the team will always be there to advise you on your travels!

In the city, there are a wide variety of salsa or bachata schools to try or gyms to keep you in shape.

Huanchaco is one of the most popular beaches not just of Trujillo but also of all Peru, recognized as one of the best places in the world to catch a wave. It's also the most common place volunteers like to spend their free time. There, you can surf and swim, play football, volleyball, or Frisbee or simply sit back in the sun and try out some beautiful Peruvian cuisine.

**\*\*Thank you for your interest in the WindAid Institute program. \*\***