

<b>Job Title:</b> Digital Experience, CRM& Email automation Coordinator	<b>Department:</b> Brand Storytelling & Communications Team
<b>Reporting To:</b> Marketing Lead	<b>Job Type:</b> Remote, part-time (8 hours a week) & Volunteer (unpaid)
<b>Job Objective(s)</b>  The future of social engagement is connected, transparent, and data-led. As El Camí’s Digital Experience Coordinator, you’ll design seamless user journeys where digital performance meets real-world transformation.	
<b>Duties and Responsibilities</b> <ul style="list-style-type: none"> <li>● Help and centralize the CRM tool implementation with the Partnership &amp; Business development.</li> <li>● Oversee backend automations for donor engagement (email, SMS, CRM triggers).</li> <li>● Update and optimize landing pages hosted on Hostinger for clarity and flow.</li> <li>● Maintain data dashboards that visualize impact metrics in real time.</li> <li>● Support implementation of our new NGO Transparency Layer.</li> </ul>	
<b>Skills and Competencies</b> <ul style="list-style-type: none"> <li>● Hands-on experience with web builders &amp; CMS (Hostinger, WordPress, etc.).</li> <li>● Strong understanding of CRM, email automation and workflow tools (HubSpot, MailerLite, Zapier, Make).</li> <li>● Comfortable with data integration, forms, and analytics dashboards (Google Analytics 4, Sheets, or Looker Studio).</li> <li>● Detail-oriented problem solver who values efficiency and UX consistency.</li> <li>● Interest in impact measurement, social tech, or ethical innovation.</li> <li>● A plus: experience in SEM, Google Ads.</li> </ul>	
<b>Other Qualifying Criteria</b> <ul style="list-style-type: none"> <li>● Gain hands-on experience transforming systems with data and design.</li> <li>● Learn to automate for purpose, not profit.</li> <li>● 5–8 hours/week, self-directed, outcome-focused.</li> <li>● Time zone: GMT to GMT+4</li> </ul>	