



TrustBridge  
global

MAKING  
GLOBAL  
GIVING  
EASY



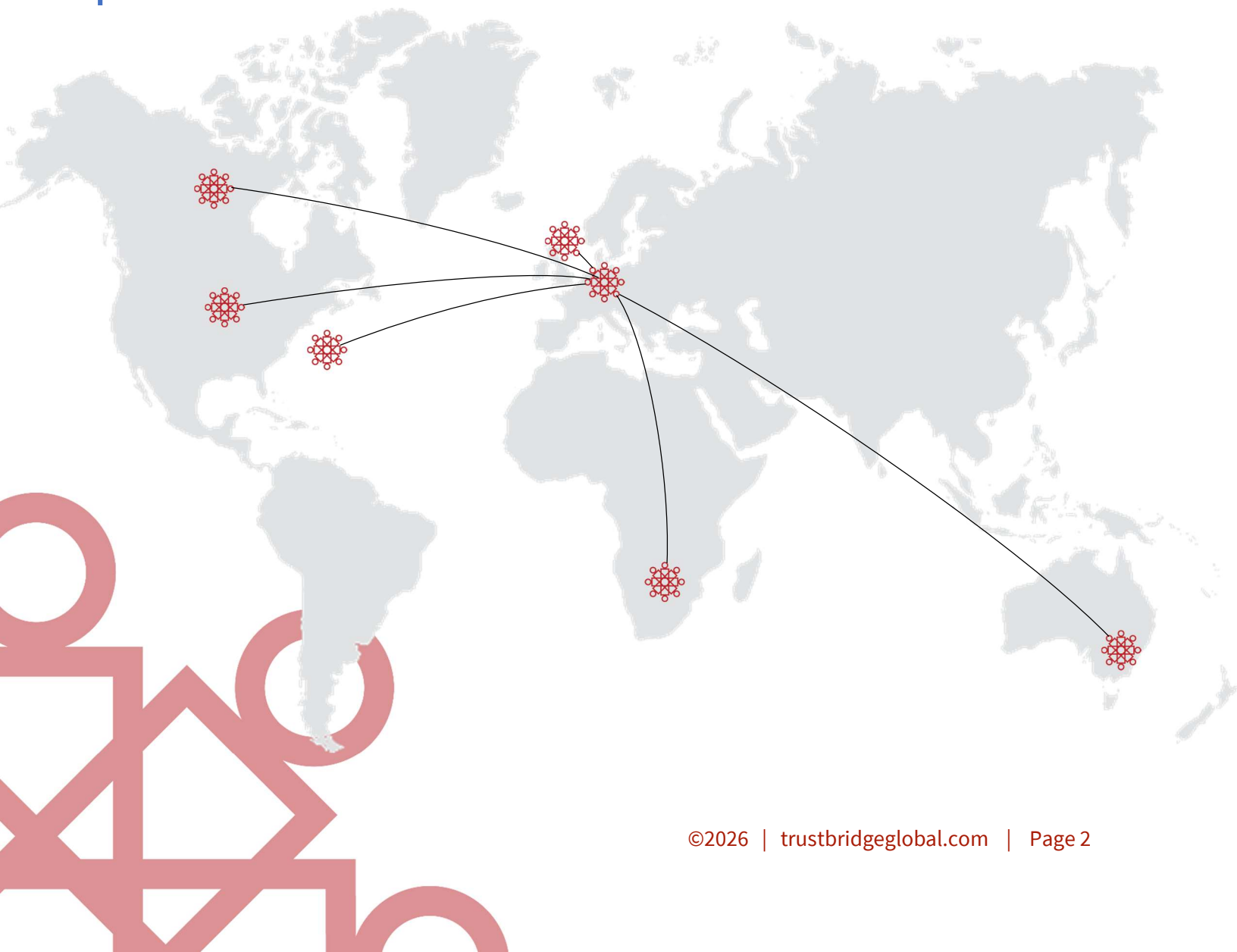
MAKE YOUR  
IMPACT ON  
THE WORLD

Digital Marketing Coordinator

TrustBridge Global Foundation is a grant-making foundation based in Switzerland. We receive donations from individuals and entities all over the world and process and send grants to charities almost anywhere.

OUR MISSION IS TO **MOBILISE RESOURCES**  
BY **MAKING GLOBAL GIVING EASY.**

WE DO THIS BY CREATING A **GLOBAL**  
**NETWORK OF GENEROUS COMMUNITIES.**



Imagine anybody giving to any charity anywhere with just a few clicks. We believe that radically improving cross-border giving will change the world.

OUR VISION IS THAT **CHARITIES EVERYWHERE** HAVE ALL THEY NEED TO **ACCOMPLISH THEIR MISSION.**



There are trillions of dollars, euros, and yen in the hands of generous people around the world, more than enough to make a significant difference in the lives of people around the world – TrustBridge will get those resources moving.





### ***Put People First***

The world tells us that we need to decide between benefiting ourselves or benefiting others. In all situations, we will choose to apply the Golden Rule and treat others as we would like to be treated. We put people first and lean into generosity. People are more important than dollars.

### ***Trust Our People to Act***

We believe in our people – their gifts, skills, and worth – and therefore we trust our people. We are self-starters and take action without waiting to be told. But not necessarily on our own – we listen and collaborate. We provide everyone with the training, strategic clarity, and radical information sharing necessary to make wise decisions.

### ***Find a Way to Say Yes***

Our team is comprised of some of the smartest, most gifted people around. We believe our clients deserve maximum effort and creativity applied towards the accomplishment of their goals. While we always need to consider costs and potential risks, we should exhaust every reasonable alternative before we say “no, we can’t do it”.

### ***Move as Fast as Possible, but Not Faster***

In serving clients, time is of the essence. Non-profit charities should not operate at a lower standard than for-profit businesses. We strive for world-class responsiveness to client needs, while not compromising compliance with applicable laws and regulations, or our standard of excellence. Additionally, as we innovate, we move those solutions into production with real world urgency.

TrustBridge maintains a globally distributed workforce with team members in Switzerland, the United States, India, Malaysia, the Philippines and more.

## THE FOLLOWING OPPORTUNITY IS FOR A **DIGITAL MARKETING COORDINATOR WITH A FOCUSED SET OF RESPONSIBILITIES.**

### RESPONSIBILITIES AND EXPECTED OUTCOMES

#### 1. **Project Coordination**

*Responsibility:* Plan, coordinate, execute, and track digital marketing campaigns and initiatives. This includes coordinating briefs, timelines, content, and digital assets across internal teams, stakeholders, and external vendors.

*Expected Outcome:* Well-coordinated, timely, and effective digital campaigns that support overall marketing objectives and KPIs.

#### 2. **Content and Communication**

*Responsibility:* Support the planning, execution, and management of digital content across key channels, including social media, email, websites, and other digital platforms.

*Expected Outcome:* Consistent, high-quality, brand-aligned digital content that is published accurately and on schedule across all platforms.

#### 3. **Stakeholder Collaboration and Support**

*Responsibility:* Work closely with internal teams, external partners, and agencies to support digital marketing requirements and ensure smooth campaign execution.

*Expected Outcome:* Strong collaboration that improves efficiency, enables co-creation, and delivers high-quality digital marketing outcomes.

## JOB SUMMARY

### **1. Digital Campaign Coordination**

- a. Develop and maintain detailed digital campaign timelines, task trackers, and project plans
- b. Coordinate and document digital campaign briefs with input from relevant stakeholders
- c. Schedule and facilitate campaign kick-off, check-in, and review meetings
- d. Monitor campaign progress and proactively follow up on deliverables to meet deadlines
- e. Consolidate feedback and revisions from internal teams and external partners
- f. Coordinate with vendors and agencies to ensure digital deliverables meet brand and quality standards
- g. Maintain an organized digital repository of campaign documentation, content, and digital assets including a marketing database on CRM
- h. Track, record, and report on digital campaign performance metrics to assess effectiveness and support optimization

### **2. Digital Publishing and Communication**

- a. Schedule, publish, and monitor content across digital platforms (e.g., LinkedIn, Facebook, website, email tools)
- b. Update digital marketing collateral and website content/pages as required
- c. Create basic webpages with supplied creative direction and content
- d. Participate in and contribute to marketing brainstorming and planning sessions

### **3. Stakeholder Collaboration and Support**

- a. Coordinate regular check-ins and maintain clear communication with internal teams and external agencies
- b. Gather digital marketing requirements, inputs, and approvals from internal stakeholders
- c. Track partner deliverables and deadlines to ensure alignment with digital campaign timelines
- d. Document meeting notes, feedback, and action items to support accountability
- e. Provide administrative and logistical support for digital marketing engagements



## KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS

- Must have strong organizational and project management skills, as well as attention to detail
- Good written and verbal communication skills, as well as outstanding proofreading skills
- Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines
- Firm grasp of various productivity and digital marketing/communications platforms, channels, and best practices; this includes, but not limited to: Microsoft 365, LinkedIn, CRM, Facebook, Squarespace, WordPress, Sharepoint, Canva, AI, Brevo or equivalent
- Must be an effective multi-tasker and problem solver
- Embraces opportunities for learning and development, actively seeking ways to enhance skills and performance

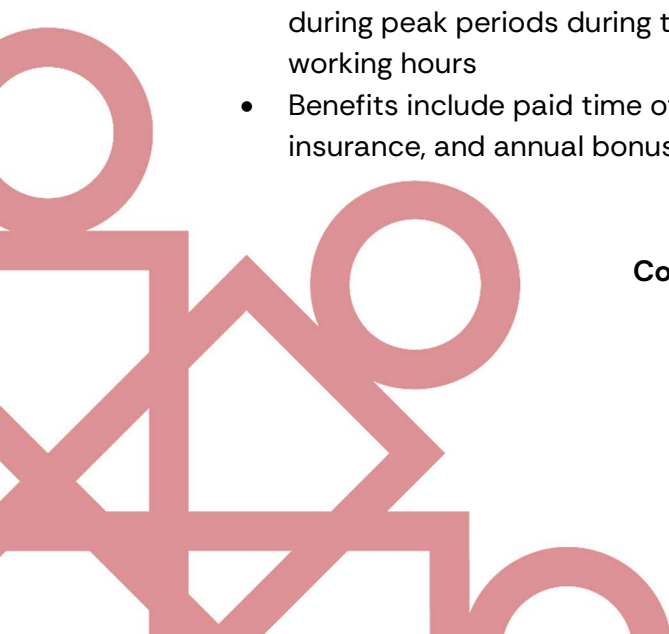
## EDUCATION, TRAINING, AND EXPERIENCE

- Bachelor's degree in business administration, marketing, communications, or a related field
- 2-4 years of experience in digital marketing or related fields preferred, but fresh graduates are welcome to apply
- Good knowledge of digital marketing strategies, approaches, and concepts
- Experience in a multinational company and/or nonprofit preferred

## WORK ENVIRONMENT AND MENTAL REQUIREMENTS

- Regular workdays run from roughly 1700 – 0200 (PH Time) to maximize the overlap with European and US Eastern Time work hours (time spent outside regular work hours for events and event preparations will be offset against regular workdays)
- Ability to communicate and exchange information, collect, compile, and prepare work documents, as well as set up and maintain work files
- Willingness to work more than 8 hours per day, as needed; ability to handle pressure during peak periods during the year, availability to handle issues outside of normal working hours
- Benefits include paid time off, paid holidays, employer contributions to health insurance, and annual bonus. Future retirement benefits are anticipated

Contact ([recruiting@trustbridgeglobal.com](mailto:recruiting@trustbridgeglobal.com)) to find out more.



A photograph of a sharp, snow-capped mountain peak against a blue sky with scattered white clouds. The mountain is the central focus, with its peak reaching towards the top of the frame.

GIVING | IMPACT | GLOBAL