



Dialogue Earth

**Volunteer
Opportunity:
Audience Growth
Mentor**





Who are we?

[Dialogue Earth](#) is an independent non-profit dedicated to producing exceptional environmental journalism and informed conversations on urgent climate and sustainability topics. Our unique model brings local voices to global audiences and global stories of hope, action and change to local communities.

Dialogue Earth researches, writes, commissions, edits and publishes news reports and analyses of environmental and climate threats, to stimulate the exchange of information and ideas between readers in diverse geographies.

We are committed to accurately portraying China's development impacts across the Global South through geopolitically even-handed reporting and constructive dialogue. A UK-registered charity headquartered in London, our approach is rooted in a network of specialist country editors located across South and Southeast Asia, Africa and Latin America, and delivered through reporting in eight languages, workshops, and media partnerships. We seek to bring light, rather than heat, to crucial debates, and solutions to bear on complex problems.



The Challenge

In an era of declining clicks and shifting algorithms, we want to rethink how we reach and engage audiences. We're looking for an experienced volunteer mentor to sit on our technical advisory board and support our small global social media team develop a fresh, strategic approach — one that grows loyal, mission-driven audiences and strengthens our impact across platforms.

The Opportunity

Location: Remote (UK or International)

Position: Audience Growth Mentor

Hours: 5–8 hours per month (flexible)

Contract length: 6 months

Salary: This is a voluntary role

Start Date: ASAP

Application deadline: Wednesday 1 April 2026





As an **Audience Growth Mentor**, you'll provide support to our Social Media Officer, Social Media Content Creator to:

- Advise on **social (both organic and paid) and audience strategy** that builds loyal followers beyond algorithms.
- Identify ways to reach new audiences interested in climate and environment journalism.
- Review content performance and analytics to help shape what success looks like.
- Support experimentation with **new formats** (e.g. newsletters, vertical video).
- Share insights from your experience in newsrooms or media organisations facing similar challenges.

You will be advising at a very high level and your impact will come from guidance, feedback, and strategy-building that empowers our team to level up their skills and confidence.



What we are looking for

Essential

- Commitment to our values – the search for shared global solutions to climate change and the environmental crisis. Dedication to values of openness, dialogue, ecological and informational integrity, and justice. Dialogue Earth believes that a shared bedrock of accurate information, created through media and strategic communication, is essential for policymakers and the public to make better decisions on critical environmental questions.

We're looking for someone who:

- Has 7+ years' experience in audience development, social media, or digital marketing – in a global newsroom or media environment.
- Understands how to build and retain audiences through both organic community-building and paid amplification.
- Is passionate about environmental journalism and storytelling for social impact.
- Enjoys mentoring; guiding and motivating others rather than directing.
- Is available for roughly 5–8 hours per month, remotely.



Desirable skills and experience:

- Familiarity or professional experience with audiences, media ecosystems, or storytelling in China, South Asia, Southeast Asia, Latin America, or Africa.
- Experience working with international teams publishing multilingually.
- Awareness of global environmental and climate communication trends.

What you'll gain:

- A chance to make a tangible impact on a leading international environmental journalism organisation.
- An opportunity to mentor a diverse, global team working across multiple languages and regions.
- Recognition on our website and social channels (optional).
- A meaningful way to give back — supporting trusted, independent journalism on the environment.





We'll ensure you have:

- An introduction to Dialogue Earth's mission, goals, and audience challenges.
- A clear point of contact for ongoing communication.
- Access to relevant strategy documents and analytics insights.
- A testimonial or reference upon completion, to recognise your contribution.

How to apply

To express interest, please apply via our [Media Trust page](#) or email us at apply@dialogue.earth with a brief outline of your background and why you'd like to get involved.

By applying for this position, you consent to Dialogue Earth processing your personal data for recruitment purposes only, in accordance with our [Privacy Notice](#). Your data will be kept secure and retained for six months. You have the right to withdraw consent or request data deletion at any time.