

Head of Marketing

Volunteer role with compensation - Amsterdam – Stichting Warm Hearts Floating Sauna

We're looking for a creative volunteer to start as a Head of Marketing to guide the way we share the warm hearts story with the world!

We're looking for someone who:

- Is passionate about marketing, social media and storytelling.
- Knows how to engage people through social media.
- Is able to keep an overview across different communication channels.
- Enjoys collaborating, delegating tasks, and sharing responsibility within the social media gang.
- Has a strong visual eye and brings in a creative mindset.
- Enjoys working in a diverse, multi-cultural, and multi-lingual environment
- Flexible and thrives in an environment where structures are still evolving
- Feels safe in a culture where discussing openly, setting boundaries, asking for help, and learning by doing are encouraged.
- Speaks and writes English fluently
- Available half day / one day per week as of January 2026 during the working hours and occasionally weekends in case of an event.
- Able to attend meetings at Buurtwerkplaats Noorderhof in Amsterdam Nieuw-West, with many tasks also doable remotely.

Your responsibilities: These are some of the areas we need support, but your role will be shaped around your strengths and interests. Once the team is complete, we'll review tasks together to ensure responsibilities are shared fairly, and everyone is ready to shine in their role!

- Recruit and help new volunteers to get started in the social media team, delegating tasks and sharing responsibilities
- Oversee the social media and marketing plan
- Make sure stories of good deeds and activities are shared
- Support the distribution of the Warm Hearts Podcast
- Plan and coordinate the Warm Hearts newsletter
- Helps maintain the website updated
- Brainstorm ideas to engage partners and the community
- Identify and contact new media opportunities
- Support regular volunteer co-working days

What we offer:

- The most heart-warming team and community
- Opportunity to surround yourself with go-getters for social impact
- A leadership role to shape the direction of Warm Hearts ❤️
- Lots of appreciation from sauna good-doers and our community

- Learn an abundance of skills when being part of a new growing social foundation. This role is perfect for you if you're curious to make a career shift or start something of your own one day
- Grow your professional network in a diverse community in Amsterdam Nieuw-West (and beyond!)
- Volunteer compensation (vrijwilligersvergoeding) €210 per month for a duration of 10 months. A lot can happen in 10 months – many volunteers start with extra time and later move into work or new commitments. If you feel the calling to apply, we encourage you to do so — even if the next months feel uncertain.
- Room to grow, learn, and shape your role – with a big bonus of having access to the best sauna in Amsterdam!

How to apply:

- Send your CV and motivation letter to Elsa at [**warmheartsjobs@gmail.com**](mailto:warmheartsjobs@gmail.com) mentioning the title of the position you are applying for **by December 31st**.
- Timeline: We're on a winter break from Dec 19 – Jan 5. Interviews will be scheduled before or after, depending on when we receive your application.
- We will fill the role as soon as we find the perfect match!

Our mission: We connect and empower people in Amsterdam of all backgrounds through volunteering, community, and kindness. Our volunteer-run sauna and activities around it create a safe space for learning and personal growth. We are a diverse, compassionate team including people with refugee backgrounds and those who have faced hardship. We value equity, inclusion, and celebrating different cultures. If you're passionate about making a positive impact, we'd love to hear from you.

Non-Discrimination Statement: Warm Hearts is a sauna that is free for everyone and fueled by kindness. Our volunteers and guests come from around 70 nationalities, representing every continent. We hope it goes without saying that we do not discriminate on the basis of race, ethnicity, nationality, religion, sexual orientation, gender identity, age, disability, or social status — in our hiring, volunteering, or services. We welcome applications from individuals of all backgrounds.