

# Gould League Stakeholder and Marketing Coordinator

## Job description

- **Commencing early 2022**
- **Part-time Volunteer Position**
- **Based mostly online with some requirements to be on-site**
- **Create a list of community stakeholders**
- **Identify marketing needs to broaden reach**

## ABOUT THE GOULD LEAGUE

The Gould League is an independent not-for-profit organisation celebrating over 100 years of environmental and sustainability education. We help teachers to reinforce the impact of their science and sustainability curriculum, connect students with their natural world and empower the community with positive messages and practical actions to live more sustainably.

## ABOUT THE ROLE

We are looking for a part-time volunteer to help identify and collate potential stakeholders e.g., local government agencies, community groups to promote our programs and services to. Additionally, you will identify marketing techniques that will boost recognition of our services and programs to implement as part of our marketing strategy.

- Identifying and connecting with potential stakeholders.
- Activating our marketing strategy to enhance current bookings as well as raise awareness of new programs and events.
- Online search and communication with potential stakeholders.
- Identify gaps where we can broaden our reach.
- This role will mostly be online but will require some travel to either of the Gould's excursion sites to gain a deeper understanding of what we offer. Our sites are at Cheltenham, Ricketts Point, and Toolangi.
- Minimum 1 day a week but hours may vary, preferred commitment more than 6 months.

## YOU WILL NEED TO HAVE

- A passion for sustainability and education for sustainability.
- An ability to work independently and as a team, either remotely or face to face.
- A warm and enthusiastic personality and open communication skills.
- Access to a computer and relevant programs.
- Experience in working with community groups and/ or not for profit.
- Experience with stakeholder communications and management.
- Experience in marketing techniques including social media and email campaigns.
- Experience in using online resources such as Canva, Mail Chimp, Facebook, Instagram, as well as Microsoft Office and Outlook.
- A current Working with Children's Check or VIT, and proof of full Vaccination for times when on any of our education sites.

**How to apply for this role:** Please forward your cover letter (explaining how you fit with GL desired attributes/skills as outlined above) and your resume with at least 2 references to [gould@gould.org.au](mailto:gould@gould.org.au) using the subject line: **APPLICATION Gould League Stakeholder and Marketing Coordinator**

For more information phone **(03) 9585 7860** or contact [gould@gould.org.au](mailto:gould@gould.org.au) Please note references may be contacted upon receipt of application. Only shortlisted candidates will be contacted.