

Gould League Marketing Co-Ordinator

Job description

- **Part-time Volunteer Position – work from home**
- **Grow new markets, broaden our reach and build revenue streams**

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 us broaden our customer base. Our traditional market is schools and teachers; however, we are increasingly being asked to deliver programs for councils, community groups like Scouts and Surf Clubs, after-school and holiday care providers, retirement villages, aged care providers and business groups. You will be required to identify marketing techniques to boost recognition of our services and programs for implementation as part of our marketing and fundraising 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.
- 4 - 6 hours per week, which can be done in one day, or spread over the whole week.
- Preferred commitment 6 months or more.

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 internet.
- Experience in working with community groups and / or not for profit organisations.
- Experience with stakeholder communications and management.
- Experience in social media following to build awareness and revenue streams.
- Experience in using online resources such as Canva, Facebook, Instagram, as well as Microsoft Office, Outlook and Teams.
- A current volunteer Working with Children's Check (free to obtain).

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 using the subject line: **APPLICATION Gould League Marketing Coordinator**

For more information phone **(03) 9585 7860 / 0429 193 134** or contact gould@gould.org.au Please note references may be contacted upon receipt of application. Only shortlisted candidates will be contacted.