



Gould League Market & Stalls Coordinator

Volunteer Position (with optional pathway to paid stall operation)

Role Snapshot

- Part-time volunteer role (approx 4 hours per week)
- Hybrid: mostly online, with occasional on-site requirements
- Lead the expansion of Gould League's presence at markets, festivals and community events
- Shape a new revenue stream that directly supports environmental education
- Optional: potential paid opportunities to operate market stalls once the program is established

About the Gould League

The **Gould League** is an independent not-for-profit organisation celebrating over 100 years of environmental and sustainability education. We empower teachers, students and communities with practical, positive ways to connect with nature and live more sustainably.

Our iconic environmental posters, books and badges have been loved across Australia for generations — and we're ready to bring them back into the community in a bigger way.

About the Role

We are launching a market and events strategy to grow our visibility and diversify our revenue. The **Market & Stalls Coordinator** will play a pivotal role in building this program from the ground up.

This is a fantastic opportunity for someone who enjoys community engagement, event coordination, and creative problem-solving — and who wants to help shape a new public-facing arm of Australia's oldest and one of the most cherished environmental education charities.

Key Responsibilities

- **Market research** — Build a comprehensive list of markets, festivals and special events across Greater Melbourne and regional Victoria.
- **Stall applications** — Apply for market stalls and secure positions at suitable events.
- **Stakeholder engagement** — Connect with market organisers, councils, event managers and sustainability festival coordinators.
- **Program expansion** — Identify opportunities for Gould League to run talks, workshops or environmental education activities at events.
- **Stock coordination** — Work with our Bookshop Manager and General Manager to manage stock levels, replenishment and logistics.

- **Display & merchandising improvements** — Suggest enhancements to stall layout, signage, product presentation and customer flow.
- **Product development** — Recommend new items that align with Gould League's mission and appeal to market audiences.
- **Risk & operations documentation** — Develop risk assessments and a clear Operations Manual for stall operators.
- **Program setup & transition** — Help establish the market program so that ongoing weekly hours can reduce once systems are in place.
- **On-site involvement** — Attend occasional meetings or stock pickups at the Cheltenham Sustainability Education Centre.

Optional Paid Opportunity

Once the market program is established, Gould League anticipates **paid casual opportunities** for individuals interested in **running market stalls directly**. This may include:

- Operating stalls at selected markets
- Managing sales and customer engagement
- Representing Gould League at community events
- Delivering small educational interactions with visitors

This optional pathway is ideal for someone who enjoys face-to-face community engagement and would like to grow the role beyond volunteering.

You Will Bring

- **Sustainability passion** and enthusiasm for environmental education
- Strong communication skills and a warm, approachable manner
- Ability to work independently and collaboratively
- Experience with community groups, not-for-profits or event coordination
- Stakeholder engagement and relationship-building skills
- Familiarity with marketing tools such as Canva, MailerLite, Facebook, Instagram
- Competence with Microsoft Office and Outlook
- Access to a computer and internet
- A current Working with Children Check or VIT registration

How to Apply

Please forward your cover letter (explaining how your skills and experience align with the role) and your resume, including contact details for two referees, to **gould@gould.org.au** using the subject line:

APPLICATION – Gould League Market and Stalls Coordinator (Volunteer)

For more information, contact us on **(03) 9585 7860 / 0429 193 134** or email **gould@gould.org.au**.