



Gould League Marketing Coordinator

Help Grow the Reach and Impact of Australia's Oldest Environmental Charity

Volunteer Leadership Role (Part-time | Flexible | Remote-Friendly)

Use your marketing expertise to connect more Australians with sustainability and environmental education.

Gould League is seeking an enthusiastic and experienced marketing professional to help expand our reach, grow new audiences, and create opportunities for more communities to benefit from environmental and sustainability education.

For over a century, Gould League has inspired Australians to connect with nature and take positive environmental action. While schools remain our core audience, increasing demand for our programs is coming from councils, community groups, businesses, seniors, holiday programs, Scout groups, aged care providers, and many other community organisations.

This is an exciting opportunity to help shape the next chapter of Gould League's growth. Working closely with the General Manager and Board, you will help identify new audiences, strengthen our market presence, build awareness of our programs, and support the long-term sustainability of the organisation.

If you have experience in marketing, communications, stakeholder engagement, business development, community engagement, digital marketing or social media strategy and are looking for a meaningful way to apply your skills, we would love to hear from you.

About Gould League

Founded in 1909, Gould League is Australia's oldest environmental charity and a trusted leader in environmental and sustainability education.

For more than 100 years, we have helped children, educators and communities develop a deeper understanding of the natural world and the role they can play in creating a sustainable future.

Through our environmental education centres, school incursions and excursions, community programs and sustainability initiatives, we engage thousands of people each year in meaningful environmental learning experiences.

As community interest in sustainability continues to grow, so does the opportunity to extend our reach and impact beyond traditional education markets.

About the Opportunity

This role offers more than traditional marketing.

You will work directly with the General Manager and Board to help identify growth opportunities, build awareness of Gould League's programs and services, and support the expansion of our education and community engagement activities.

You will help position Gould League to reach new audiences and create stronger connections with organisations and communities that share our commitment to environmental sustainability.

This is an ideal opportunity for:

- A marketing or communications professional wanting to contribute to a meaningful cause.
- A retired or semi-retired marketer seeking a rewarding volunteer leadership role.
- A business development, stakeholder engagement or community relations specialist looking to use their skills for social and environmental impact.
- A digital marketing professional interested in helping a respected charity grow its reach and influence.
- An experienced professional seeking strategic involvement with a well-established not-for-profit organisation.

Why This Role Matters

Environmental education has never been more important.

Communities, businesses, schools and governments are increasingly seeking practical sustainability programs and environmental learning opportunities. Gould League is well positioned to meet this demand, but we need the right marketing expertise to help us reach new audiences and communicate our value more effectively.

Your contribution will help ensure that more people are inspired to understand, value and protect the environment while helping Gould League remain financially sustainable and continue its important work for decades to come.

You will be helping shape the future growth of an organisation that has been educating Australians about the environment for more than a century.

Key Responsibilities

Working collaboratively with the General Manager and Board, you will:

- Help implement Gould League's marketing and audience growth strategy.
- Identify new markets, customer groups and partnership opportunities.

- Research and engage potential stakeholders, organisations and community groups.
 - Develop ideas and campaigns that increase awareness of Gould League programs and services.
 - Support social media, digital communications and community engagement activities.
 - Help strengthen Gould League's brand presence and market positioning.
 - Identify opportunities to attract new participants, customers, supporters and partners.
 - Assist in developing marketing materials, promotional content and stakeholder communications.
 - Monitor marketing activities and provide recommendations for improvement.
 - Contribute strategic advice to support Gould League's long-term growth and sustainability.
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What We Are Looking For

We are seeking someone who combines marketing experience with a genuine commitment to creating positive environmental and community outcomes.

Essential Skills and Experience

- Experience in marketing, communications, stakeholder engagement, public relations, business development or community engagement.
- Experience developing marketing campaigns, promotions or audience engagement activities.
- Understanding of social media platforms and digital marketing techniques.
- Strong written and verbal communication skills.
- Ability to build relationships with a wide range of stakeholders.
- Strong organisational skills and the ability to work independently.
- Confidence using Microsoft Office, Outlook, Teams, Canva and social media platforms.

Personal Attributes

- Passion for environmental sustainability and education.
 - Creative thinker who enjoys identifying new opportunities and solutions.
 - Professional, positive and collaborative approach.
 - Strong initiative and ability to work with minimal supervision.
 - Interest in helping a respected charity expand its reach and impact.
 - Commitment to supporting communities to live more sustainably.
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Time Commitment

- Approximately **4-6 hours per week** (flexible).
 - Fully remote and work-from-home friendly.
 - Work can be completed at times that suit your schedule.
 - Some online meetings via Teams and occasional face-to-face meetings may be required.
 - Preferred commitment of **6 months or longer**.
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What You Will Gain

This is an opportunity to:

- Apply your professional skills to a meaningful environmental cause.
- Help shape the growth and future direction of a respected national organisation.
- Work directly with an engaged Board and leadership team.
- Expand your professional network within the environmental, community and not-for-profit sectors.
- Gain valuable strategic marketing and leadership experience.
- Make a tangible contribution to environmental education and community engagement.
- Help Gould League connect with new audiences and grow its impact for future generations.

Requirements

- Access to a computer and internet connection.
- Current Volunteer Working with Children Check (or willingness to obtain one).
- Relevant experience in marketing, communications, stakeholder engagement, social media, business development or related fields.

How to Apply

Please send:

- A cover letter outlining your relevant skills, experience and interest in the role.
- Your current resume.
- Contact details for at least two professional referees.

Email applications to: **gould@gould.org.au**

Subject Line: APPLICATION – Gould League Marketing Coordinator

For further information please contact Gould League:

☎ (03) 9585 7860 or 0429 193 134

✉ gould@gould.org.au

Help grow Gould League's reach and ensure more Australians are inspired to create a sustainable future.