



VOLUNTEER POSITION DESCRIPTION

Position: *Marketing and Media*

Community Support Frankston believe it is important for our volunteers to work in a business environment and encourage you to develop your skills and knowledge.

In this role you will have the freedom to creatively explore marketing strategies and work to implement them. This is a wonderful opportunity to harness your skills toward a meaningful cause and work with a positive and passionate team.

1. POSITION OBJECTIVE

This position requires a creative and strategic thinker who can use their marketing experience and public relations skills to assist us with branding and help raise awareness of our presence in Frankston. Project objectives are to:

- Engage a broader cross section of our community by developing new strategic partnerships and initiatives with businesses, community groups and other organisations to expand our volunteer base, enhance our funding opportunities and raise awareness of our services.
- Develop a marketing plan and clear strategies to promote and expand our annual Community Appeal.
- Encourage other organisations, businesses, schools and individuals to organise their own event which will benefit our Appeal either by fundraising or the donation of goods to help fill hampers.

2. DUTIES AND RESPONSIBILITIES

2.1 Key Responsibility Area – Projects

- 2.1.1 Develop relationships and commitment with local businesses, groups, schools and organisations.
- 2.1.2 Help attract mentors and new volunteers to the agency.
- 2.1.3 Be able to use the agencies available resources and work with little or no budget.
- 2.1.4 Build awareness of our organisation within the community by effectively connecting and communicating with local audiences.
- 2.1.5 Identify and communicate marketing opportunities consistent with the long term goals of the organisation.

2.2 Key Responsibility Area – Reporting

- 2.2.1 Provide input on best marketing practice, marketing advice and guidance to the Manager and Project Coordinator.

3. SELECTION CRITERIA

- 3.1 Possess the communication, reporting and documentation skills appropriate to the work of the Centre.
- 3.2 Value high ethical standards and personal integrity.
- 3.3 Have a non-judgemental attitude towards other people's values and lifestyles.
- 3.4 Able to work within a team environment.
- 3.5 Able and willing to develop new skills.
- 3.6 Treat all personal information heard or seen within the organisation as confidential.
- 3.7 Able to take direction from Special Projects Coordinator.

4. ACCOUNTABILITY

- 4.1 Work in conjunction with the Special Projects Coordinator who will be available clarify day to day questions or details as they arise.
- 4.2 All media releases must be approved by the Manager before publishing.
- 4.3 Be aware of and able to follow agency policies and procedures.

5. HOURS OF WORK

- 5.1 As arranged. Minimum 3 hours per week. Hours are flexible and dependent on the current stage of the project.
- 5.2 Duration of project: Ongoing, with minimum 6 months commitment.
- 5.3 The agency is to be notified by 9:00am either by email or phone 9783 7284 (After Hours Answering Service) if unable to attend the work place on your day rostered to work.