



VOLUNTEER POSITION DESCRIPTION

Position: *Marketing Officer*

Community Support Frankston (CSF) believe it is important for our volunteers to work in a professional environment that is supportive and encourages our volunteer team to develop their skills and knowledge base.

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 within a meaningful not-for-profit agency.

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:

- Investigate and pursue potential marketing and fundraising leads and opportunities, both autonomously and under the direction of CSF paid staff.
- Research and investigate potential opportunities for financial support, including philanthropic grants and funding.
- Assist with CSF's community engagement strategies (i.e. CSF stalls and special project events).
- Explore and work towards implementing creative marketing strategies.
- Make contact and complete follow ups with external stakeholders, including monitoring the marketing@frankston.net email address and assist with social media messaging.
- Work collaboratively with the Operations Coordinator and Manager to seek out fundraising and marketing opportunities with the objective of making CSF more self-sustainable.

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 Be able to use the agencies available resources and work with little or no budget.
- 2.1.3 Build awareness of our organisation within the community by effectively connecting and communicating with local stakeholders.
- 2.1.4 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, advice and project evaluation to the Manager and Special Projects Coordinator.

3. SELECTION CRITERIA

- 3.1 Possess the communication, reporting and documentation skills appropriate to the work of the agency.
- 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 to clarify day to day questions or details as they arise.
- 4.2 Any media release or significant marketing communication must be approved by the Manager before publishing.
- 4.3 Work within CSF's policies and procedures.

5. HOURS OF WORK

- 5.1 As arranged. Minimum 3 hours per week (excluding exam period). Hours are flexible and dependent on CSF marketing and project commitments.
- 5.2 Duration of position: Ongoing, with minimum 12 months commitment (flexible).
- 5.3 The agency is to be notified by 9:00am either by email at csf@frankston.net or phone 9783 7284 (After Hours Answering Service) if unable to attend the work place on your rostered day.

Requirements:

Ideally the candidates will be studying or have recently completed a tertiary course in marketing, advertising, communications or similar.

Please include in your application:

- Resume and cover letter. These should be emailed to csf@frankston.net with 'Marketing Officer' in the subject field. Application should be addressed: 'Attention to the Manager'.
- Your application (cover letter) should include your reasons for applying for this position and your compatibility with the Position Objectives.