

Lake Macquarie Sustainable Neighbourhood Alliance (Inc)

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Marketing Strategy volunteer – Position Description

Looking for a short-term project? Gain some practical experience and help us raise the visibility and profile of Sustainable Neighbourhoods and foster a more sustainable Lake Macquarie.

We are looking for a volunteer with marketing and communications skills to help us develop a Sustainable Neighbourhoods Marketing Strategy.

Sustainable Neighbourhoods

Sustainable Neighbourhoods empowers the community to act on local sustainability issues. We are a network of active, skilled and supported citizens who create a range of local projects and events that protect the natural environment, reduce our ecological footprint, and increase community wellbeing.

Our vision

Neighbourhoods that are empowered to live sustainably

Our mission

Our work is to foster sustainable neighbourhoods and a healthy environment in Lake Macquarie.

Our values

We are guided by our values of:

- participation
- inclusion
- collaboration
- empowerment
- shared responsibility

Marketing Strategy Volunteer Role

Volunteer role	Marketing Strategy Volunteer
Purpose	<p>Develop a marketing plan to promote and raise the profile of Sustainable Neighbourhoods</p> <ul style="list-style-type: none"> • Increase the visibility of Sustainable Neighbourhoods within the Lake Macquarie community. • Promote Sustainable Neighbourhoods, including local groups, the Alliance and the network as a whole. • Promote and celebrate the events, projects and achievements of Sustainable Neighbourhoods. • Increase the reach and impact of Sustainable Neighbourhood messages. • Attract more participation in Sustainable Neighbourhood activities.
Supervision and support	The Marketing Strategy Volunteer will be supervised and supported by the Alliance Secretariat.
Duties and responsibilities	<ul style="list-style-type: none"> • Identify key target markets, considering demographics, barriers to participation, localities, attitudes, life stage etc. • Develop key messages to strengthen the Sustainable Neighbourhoods brand and amplify our impact • Analyse and identify a suitable marketing mix for Sustainable Neighbourhoods including consideration of our ‘product, price, promotion, place, people and processes’. • Adhere to all Sustainable Neighbourhood policy and procedures, for example, regarding Governance, Health and Safety, Child protection; and Privacy.
Suitable for	<ul style="list-style-type: none"> • University student studying Marketing, media and communications; Environmental Management and Sustainability; Business; or Community Services for example • Volunteer with marketing and communications skills seeking a short-term, flexible way to contribute
Commitment	We anticipate it will take between 3-6 months to develop a Sustainable Neighbourhood Marketing Strategy.
Time required	Variable, depending on your availability. We anticipate the project will require an average of 3-6 hours per week over a few months.
Location and equipment	<p>Work from home. The Marketing Strategy volunteer will need to have access to a computer including suitable word processing software, and access to an internet connection, email, and phone.</p> <p>Occasional face to face meetings may also be required.</p>

To apply

To express your interest in this role, please email the Sustainable Neighbourhood Alliance Secretariat at admin@sustainableneighbourhoods.org.au. Please include your name, email and phone contact details, and a brief description of your background and/or interest in the role. Just a few sentences is totally fine.

Please get in touch to talk about a role to suit you at admin@sustainableneighbourhoods.org.au or 0466 748 333.