



Australian Business Volunteers

Position Description: PAU011097

Role Title:	Digital Marketing and Branding Specialist
ABV Project Name:	Disaster Recovery and Resilience, Victoria
Partner organisation:	Mallacoota Wilderness Collective
Role Start Date:	Week of 3 October 2022, preferred
Duration:	12 weeks
Time Commitment:	3 Hours per week
Project Location:	Remote (online)
ABV Contact Person Details:	Tony Brett, Senior Program Manager, Disaster Recovery and Resilience E-mail: tony.brett@abv.org.au Mobile: 0486 166 184

Primary Purpose of the Position

The primary aim of this role is to develop a digital marketing and branding strategy for the Wilderness Collective and each of the organisation's business pillars: Wilderness Workspace, Wilderness Enterprises and Wilderness Knowledge. The organisation is new and requires a consistent and strong brand to start its external promotions and engagement. Alongside the development of marketing plans, a separate ABV role will look at developing and establishing financial partnerships. It is anticipated there will be some collaboration between the 2 roles.

Role responsibilities and deliverables

- Ensure the outcomes for this role are met, and challenges and issues are raised appropriately.
- Take responsibility for clear, timely, transparent, and respectful communications with all people involved.
- Be available during agreed times throughout the role and be committed to the work at hand.

Selection Criteria

Experience and skills:

- Experience in marketing and branding plan development, with a strong emphasis on digital format
- Good analytical and problem-solving skills
- Good written and verbal communications skills
- Good interpersonal communications skills to work productively with a diverse range of community members, and experience and comfort in doing so remotely/online
- Ability to read and manage community expectations and deliver accordingly
- Experience working within the not-for-profit sector (desirable)
- Experience working with disaster-affected communities is desirable

Personal Attributes:

- Patience, tolerance, and flexibility
- Trauma-awareness / empathy for working with disaster-affected communities
- Comfort in building relationships remotely (using online communication channels)
- Collaborative, can-do attitude



Please submit your basic Expression of Interest to recruitment@abv.org.au as soon as possible, confirming the following:

- The role(s) you're interested in + assignment number
- You have the relevant skills and experience as outlined in the Selection Criteria.
- Confirmation that you are a registered volunteer with ABV or are willing to go through ABV's screening process to become a registered volunteer
- If there are any special considerations, we would need to make for you

*Please note: At this stage there is no need to write a response to selection criteria.

What will happen next?

- ABV will review all applications as they are received
- Shortlisted candidates will be sent a Terms of Reference (ToR) document (aka Assignment Description) and may be requested to return a detailed Expression of Interest (EoI) addressing the selection criteria in the ToR.
- ABV will communicate with all candidates to let them know the outcome of their application.

ABV is an equal opportunity employer and Aboriginal & Torres Strait Islander peoples, people from culturally & linguistically diverse (CALD) backgrounds are encouraged to apply for this position.