

# Volunteer Opportunity

## Regional Group Marketing and Outreach

### Position Description

As a marketing and outreach coordinator, you'll be helping to run local marketing and outreach campaigns, as part of an innovative political party that is growing every year. Local marketing and outreach activity is critical to the AJP's success and will help us grow and establish the Party, and importantly make positive changes for animals and the environment in your local area.

### Marketing and Outreach

Developing a local marketing and outreach plan that promotes brand awareness of the party, drives membership and supports local campaigning.

This will include identifying outreach opportunities e.g. local markets, fairs and events, producing local marketing materials for distribution.

Developing marketing plans and resources to support membership and local campaigns.

### Responsibilities

#### Duties/KPIs

- Work with the RG to develop a local marketing and outreach plan
- Liaise with NSW Marketing and communications manager to develop, design and implement local plans and play a role in delivering the local component of state plans
- Develop partnerships with other local groups and organisations to co-host events and marketing initiatives
- Provide a monthly report (verbal or written) to the RG to give marketing and outreach update
- Work with media officer and FB coordinator to develop a media strategy for the marketing and outreach plan

#### Skills and Competencies

- Excellent written and verbal communication skills
- A passion for animals
- A willingness to have a go
- Good computer skills
- Prior experience in marketing and outreach - desirable
- Prior experience in political campaigning – desirable
- Prior experience working with volunteers - desirable

**Time Commitment:** 1-2 hours per week depending on campaign and electoral activity

**Duration:** Ongoing, minimum 6 months

**Location:** Home / Location of meetings

**Reports to:** RG executive