

COTA VOLUNTEER ROLE DESCRIPTION



TITLE OF POSITION: Marketing Assistant

CLASSIFICATION: Volunteer

DURATION: January 2017- December 2017

LOCATION: COTA office and specific offsite locations

- Assist with the delivery of marketing and communications strategies for a range of media including (but not limited to): newspaper, TV/radio, digital and print community noticeboards, posters, leaflets, website and social media
- Help to monitor marketing, communications and advertising budget and publication schedules for email marketing, national magazine, Territory newsletter, newspaper column, COTA NT website and Facebook page and any other avenues
- Develop marketing collateral and content and all-related project management tasks (online media, emails, leaflets, banners, annual reports, event flyers, programs, etc.)
- Publish appropriate written and photographic content on social media
- Help to develop and maintain photo library
- Draft written and photographic material for ONECOTA magazine
- Draft written and photographic content for COTA NT Newsletter
- Help to design COTA NT newsletter
- Distribute COTA NT marketing material through available channels
- Draft press releases, obtain approvals and distribute to Media contacts
- Manage administrative work required by events and activities program including: catering, budgets, bookings, correspondence
- Manage press cuttings archive
- Develop and increase iBlong database (emailing component)

Responsibilities and Duties: (Other duties may be assigned as appropriate)

Time Commitment

- Hours and days are flexible but generally Monday through Friday, between 8.30am – 2pm
- Must be available for special events and training

Organisational Relationship:

The position is responsible to the Events & Communications Manager

Skills and Experience

- Possess a good knowledge of Microsoft Office and Adobe software
- Have job-related experience, such as working in a non for profit organisation
- Excellent communication skills: face to face, by telephone and by email
- Demonstrated understanding of and commitment to the principles of respect, transparency, professionalism, integrity and inclusion
- Demonstrated ability to work with a team of volunteers
- A high degree of professionalism and well-developed interpersonal skills with capacity to build effective relationships with a wide range of people including staff, board, members, donors, corporate supporters, volunteers and government representatives.

Capabilities

- Demonstrated capability to conduct one's self in a calm and professional demeanour when dealing with the public and/or with difficult situations
- Demonstrated capability to effectively communicate orally and in writing
- Ability to work well with a diverse group of staff and volunteers
- Willingness to adjust hours to accommodate the needs of the job
- Ability to effectively manage a wide array of tasks, projects, and responsibilities
- Ability to work productively in an unstructured environment with frequent interruptions

Policies and Procedures

COTA policies apply to volunteers as they do to staff. Some examples of these policies include:

- Volunteer Policy
- Police Check Policy
- Grievance Policy
- First Aid Policy
- Work Health and Safety Policy