



Marketing and communication Officer (Volunteer position)

Position - Marketing and communication officer

Job type - Volunteer, Remote work

Reporting to - Managing Director

Time commitment - 3-4 hours week

Green Karma is a not-for-profit organisation. We join the dots between food choices, health and the environment so that our society and the planet could heal and become healthier. We work with the schools, community, local government and food businesses to promote clean foods (WholeFoods Plant Based).

We invite applications from individuals with excellent communication skills or years of experience of marketing and networking.

Who we are looking for - someone who is passionate, goal-oriented, diligent, mature and proactive.

You are either looking to establish experience in communications, campaigns and marketing or want to take on this because you are passionate about our cause and want to support it in your capacity.

Position Summary: The Marketing and Communications officer is primarily responsible for developing and implementing marketing strategies and campaigns. This position will contribute to the delivery of best-practice and innovative marketing and communication strategies and will work to ensure that Green Karma's promotional and positioning activities complement organisational objectives.

KEY RESPONSIBILITIES/OUTCOMES

- Develop and implement marketing strategies and campaigns
- In consultation with the Green Karma board, lead the communications and promotional activities
- Develop and manage a network with relevant organizations and community groups
- Advice on designing marketing and communications collaterals for different key stakeholders
- Organize meetings when appropriate to meet persons in authority to negotiate/network in relation to promote Green Karma's campaigns (travel and lunch will be paid for by Green Karma)
- Other duties consistent with the position where required and/or requested by the board from time to time

SELECTION CRITERIA

Essential

- A qualification in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience in a related field
- Skilled/demonstrated experience in leading social marketing campaigns (community awareness/behaviour) and/or experience with community engagement methodologies
- Knowledge of developing successful strategic marketing, communications, and project management skills
- Knowledge/proven track record in successful delivery and evaluation of campaigns
- Proven ability in building and managing relationships with a range of internal and external stakeholders
- Highly developed written and verbal communication skills and well developed influencing and negotiating skills
- Ability to be self-motivated, responsive and flexible in an environment

Desirable

- Experience in a government, government agency or not-for-profit marketing setting.
- Understanding of the food security issues, clean foods or broader environmental issues.

POLICIES AND WORKPLACE PRACTICES

All Green Karma volunteers/staff are required to acquaint themselves with the organisation's policies and procedures and to abide by them at all times. It is expected that at all times, volunteers will:

- be respectful towards the organisation, colleagues, clients and the general public
- be cognisant with and uphold the objectives and philosophy of headspace
- act collaboratively with all colleagues
- act in a safe and responsible manner at all times
- Ensure client, staff and organisational confidentiality is maintained at all times.