

# Position Description

## Volunteer Marketing Coordinator



Anxiety Disorders Association of Victoria, Inc.

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*June 2016*

<b>Job Title:</b>	Volunteer Marketing Coordinator
<b>Working Hours:</b>	6.5 hours per week
<b>Term:</b>	Minimum 12 month
<b>Salary:</b>	Voluntary
<b>Workdays:</b>	1 day per week (10:00am – 4:30pm) - Tuesday
<b>Location:</b>	Kew, Victoria

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### **Purpose of the role:**

ADAVIC runs a number of events in the form of Lectures, Workshops, Professional Development Programs and Fundraisers. The main purpose of this role is to help ensure that our events program is promoted and advertised successfully and efficiently, ultimately leading to the expansion of the scope and reach of our organisation.

The dedicated volunteer will assist with promotion of events through numerous channels and will be skilled at research and data analysis so that all events are delivered to the audience who will benefit the most.

The Volunteer Marketing Coordinator will also oversee and manage our small team of Social Media Assistants in the provision and execution of ADAVIC's social media presence.

**Reports to:** Events Team Coordinators

### **Main duties and responsibilities**

- Promotion, advertising and marketing of events
- Assist in the design and creation of promotional materials
- Assist with the advertising strategy for each event and track the effectiveness of that strategy
- Guide and manage Social Media Assistants to advertise events through social media
- Monitor the response to promotional activities
- Engage in target market research and build a contacts database

- Execute online surveys for feedback analysis
- Assist with ad-hoc administrative duties

### **Skills & Experience required**

- A degree in advertising, communications or marketing (or similar)
- Experience in a social, marketing, PR or advertising agency
- Experienced in market research
- Basic desktop publishing and design skills
- Excellent written and verbal communication skills
- Good organizational skills and meticulous attention to detail
- Ability to prioritise and work to multiple competing deadlines
- Have own transport and be willing to travel occasionally (reimbursed)

### **Financial Requirements**

As ADAVIC is a self-funded organization, there are financial requirements relating to this position which help to cover our costs. Requirements for this position include:

- ADAVIC Individual Membership (\$35 annual fee)

### **About ADAVIC**

Anxiety Disorders Association of Victoria is a not-for-profit, self-funded organisation. We provide support, information and resources to individuals suffering from or affected by anxiety, depression, and related issues.

Our unique grass-roots service bridges the gap between the individual, the local community, and health professionals. Our practical services have a positive effect on our client's lives through:

- Reassuring people that they are not alone in their distress and that assistance is available
- Providing information and resources to assist in a wide-range of self-help solutions; from information packs, books, CDs, and online services through to lectures, courses and workshops
- Encouraging people to overcome their fears and sense of isolation by participating in support groups and attending social events
- Promoting professional help; through running workshops, providing an online directory of therapists, and phone referrals to health professionals
- Helping all of those affected by anxiety and depression issues, including sufferers, carers, parents, family and friends
- Raising awareness and de-stigmatising anxiety and depression in the general community
- Offering information and services to help equip health professionals

**Please submit your resume and a cover letter outlining your interest to [events@adavic.org.au](mailto:events@adavic.org.au) and [adavic@adavic.org.au](mailto:adavic@adavic.org.au)**