



## **POSITION DESCRIPTION**

### **Volunteer Web & Online Marketing Coordinator (Any location)**

The Marketing Coordinator will be responsible for overseeing PCFML's online marketing.

The position will include the following:

### **RESPONSIBILITIES**

- Compiling an online marketing strategy for the organisation;
- Optimising the organisations SEO and web-based marketing;
- Being responsible for our Google Adwords accounts and ensuring strong engagement with our paid ads;
- Working with our Social Media Coordinator to run paid ads, measuring effectiveness to ensure high reach and engagement;
- Assisting the Engagement Officer with marketing tips for e-mails and promotion;
- Running the promotion of our online store and events;
- Collaboration with our *Honour the Ocean*, *Threats 'N Nets*, *Activ8 for the Ocean* and *Global Programs* teams and the CEO to ensure that our marketing is effective and consistent and that campaign priority areas are being addressed;

- Monthly progress meetings with the CEO.

## **REQUIREMENTS**

- Strong written skills;
- Knowledge / experience of SEO, Google Adwords and online marketing tools;
- Ability to monitor progress and shift our marketing campaigns to maximise effectiveness;
- A strong and effective communicator and can work as part of the larger organisation across teams;
- A background in (or studying) marketing, advertising and/or IT with previous experience in online marketing.
- Background or experience with social media is also highly desirable.

This role will require around 3 - 6 hours per week if correctly managed. The successful applicant should be good at working independently, possess strong organizational and personal skills with a desire to implement their own ideas and flair within the organisation and the projects that they undertake.

## **APPLYING FOR THE ROLE**

To apply please send your expression of interest (Max. 2 page cover letter and CV with examples of your written/published work) to Karl Goodsell via [k.goodsell@pcfml.org.au](mailto:k.goodsell@pcfml.org.au) stating clearly the position that you are applying for.

**APPLICATIONS CLOSE SUNDAY NOVEMBER 5 @ MIDNIGHT**

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