

**We light the spark within.
Can you make us shine brighter?**

**The Pinnacle
Foundation.**

Volunteer Position description

Position title: Volunteer Marketing Co-ordinator

Team: Marketing & Communications Team

Reports to: Chief Marketing Officer

Supports: Marketing, Social Media & Communications' Managers

Hours of volunteering: Minimum Commitment of 2 hours per week

Location: Role available anywhere in Australia

About The Pinnacle Foundation

With so much determination and unrealised potential out there, The Pinnacle Foundation exists to provide financial and mentoring support to LGBTIQ* students aged between 16-24 years who may not be able to achieve their educational or career goals on their own. Pinnacle aims to light the spark within and set scholars back on track to a successful career and advocacy for the LGBTIQ* community.

Roles and responsibilities

Have you completed or are in the midst of studying Marketing, or started working in Marketing and wish to gain more exposure to excel your career and give back to the community?

We're seeking a passionate pro bono Marketing Co-ordinator who demonstrates integrity, accountability and drive, and wishes to make their mark in the Australian Marketing Industry. The selected applicant must be able effectively in these areas:

- Assisting the Marketing Manager to deliver world class campaigns
- Maintain our marketing database
- Assist the Communication Manager to execute quarterly foundation wide newsletters
- Ensure the foundations website presence is up-to-date and accurate with the assistance of the CIO & Marketing Manager
- Execute effective, branded marketing communications utilising the foundations owned or earned channels such as social, website, print communication, as well as paid advertising
- Work closely with our agencies to co-ordinate media releases, advertising bookings
- Create a marketing plan for our annual Scholar induction weekend – includes organising a speaker to represent our team,
- Assist when required with any internal projects undertaken
- Work with corporate sponsors such as the Commonwealth Bank to develop strategies to best utilise their resources for the benefit of the foundation
- Provide support to the management committee and Board of Directors
- Researching and evaluating new opportunities for the foundation
- Deliver and provide insight to the marketing & communications strategy

Experience and knowledge

Experience - Marketing Manager:

- 1 year within the marketing industry preferred

Education - Marketing Manager:

- Tertiary qualifications in Marketing or a related field preferred (can include ADMA)

Skills

- Experience working in eDMs (including software Concep, Exact Target, Mailchimp or similar) and DMs
- Demonstrated experience working with Content Management Systems a plus
- Strong attention to detail
- Creative, solution focused with the ability to see the big picture and provide useful advice and input across the foundation
- Demonstrated Experience working with agencies, publishers and PR firms
- Strong effective communicator
- Demonstrated effectiveness in building relationships with customers

Core competencies

The following Core competencies are the skills, knowledge and behaviours expected of a volunteer of The Pinnacle Foundation. These competencies may need to be adjusted depending on the foundations overall mission and values.

Communication Skills

Communicates clearly and professionally in written and oral forms to both internal and external clients.

Initiative and Confidence

Generates and acts on new ideas that add value to the business. Looks at different ways to solve problems and address difficulties.

Achievement Drive

Sets goals and strives to achieve them with enthusiasm and determination.

Business Acumen

Has a good understanding of the business environment and the impact their behaviour has on the reputation of the foundation.

Respect

Treats colleagues and clients in a manner which demonstrates integrity, honesty and fairness.

How to apply

Should you feel that you have the skills and desire to make a difference in the lives of disadvantage LGBTIQ through this role, we encourage you to get in contact with:

The Pinnacle Foundation

Nathan Parker

Chief Marketing Officer

Phone: 0427 932 170

Email: nathan@thepinnaclefoundaiton.org

The Pinnacle Foundation strategy

The strategy for The Pinnacle Foundation aided by the Marketing Manager is to increase community and corporate awareness of Pinnacle's aims and strategy to maintain and grow a strong productive donor and volunteer base.

Priority: Build corporate participation through partnerships involving volunteers, services in kind, employment and placement opportunities for scholars and donations.

Performance Measure: have 10 national corporates engaged in fostering ties with the Foundation.

Priority: Establish and support regional committees in each state to build equitable representation and involvement across Australia

Performance Measure: Have 5 regional committees established and effectively operating across Australia

Priority: Continue to strengthen our social media networks so that stakeholder engagement is stronger

Performance Measure: Implement social media strategy

Priority: Create a national mentor registration database for potential mentors and ensure that their relationship with the Foundation is deepened over time.

Performance Measure: Our Mentor base has 500 LGBTIQ* Australians registered

Continue to improve overall fiscal responsibility by increasing revenue and maintaining the Foundation's ongoing viability.

Priority: Establish an Endowment Fund with management and investment guidelines

Performance Measure: annual reports demonstrates it is operating with its established guidelines

Priority: implement a targeted marketing campaign for major donors

Performance Measure: Achieve a commitment of \$5m

Expand scholar growth opportunities for professional and career development using a broad range of professional leaders.

Priority: Build the leadership and career capabilities of Scholars

Performance Measure: Corporates and Mentors provide vocational placement for at least 6 past scholars and leadership seminar strengthens all Scholars' skills.

**Lesbian, Gay, Bisexual, Trans*, Intersex and Queer.*