

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

The Pinnacle  
Foundation.

## Volunteer Position description

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### Position title: Volunteer Marketing Manager

**Team:** Marketing & Communications Team

**Reports to:** Chief Marketing Officer

**Support from:** Marketing Co-ordinator

**Hours of volunteering:** Minimum Commitment of 2 hours per week

**Location:** Role available anywhere in Australia

## About The Pinnacle Foundation

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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

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To executive world class campaigns and marketing to align with our key target segments (scholars, mentors and donors) and strategy. The selected Marketing Manager must be able to perform effectively in each of these areas:

- Creating and executing campaigns to support our key areas such as scholars, donors (including corporate sponsors) and mentors
- Ensuring 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, including PR company to tie in opportunities with campaigns
- Deliver and provide insight to the marketing & communications strategy
- Ensure the foundations website presence is up-to-date and accurate with the assistance of the Chief Information Officer
- Work with corporate sponsors such as the Commonwealth Bank to develop strategies to best utilise their resources for the benefit of the foundation
- Researching and evaluating new opportunities for the foundation
- Provide support to the management committee and Board of Directors
- Assist the Communication Manager to execute quarterly foundation wide newsletters
- Identify opportunities through data mining
- Assist when required with any internal projects undertaken
- Maintain customer databases
- Support with the management of the marketing budget

## Experience and knowledge

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### Experience - Marketing Manager:

- 2 years of within the marketing industry

### Education - Marketing Manager:

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

### Skills

- Demonstrated skill with the tools of the trade such as eDM (through experience in Concep, Exact Target, Mailchimp or similar), DM, copy writing, website improvements, market research, Microsoft/Apple software suite of products
- Experience in video software a plus
- Strong effective communicator
- Demonstrated experience with project and timeline management
- Creative, solution focused with the ability to see the big picture and provide useful advice and input across the foundation
- Exposure to continuous improve campaigns from metricated learnings
- Experience in the not for profit or education sector a plus but not essential
- Demonstrated effectiveness in holding conversations with customers
- Demonstrated Experience working with agencies, publishers and PR firms

## Core competencies

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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

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*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@thepinnaclefoundation.org](mailto:nathan@thepinnaclefoundation.org)

## The Pinnacle Foundation strategy

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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.*