



The University of Melbourne SIFE Marketing Officer Think.Act.Green

Position summary

The Marketing Officer is a member of the one of the Event subgroups of the Think.Act.Green project team. Their main role will consist of developing marketing strategies for the Think.Act.Green project. This will involve both creating marketing materials and ensuring all avenues of exposure are utilised to expand the Think.Act.Green program's recognition in Victoria.

The Marketing Officer will work closely with the Sponsorship Officer. They will report to the Project Managers of Think.Act.Green.

Selection criteria

Positions Available: 1

Eligibility

1. Enrolled student at the University of Melbourne until at least December 2012
2. Willing to commit a minimum of five hours per week, excluding meetings, during non-exam periods
3. Willing to check email account daily and respond within 48 hours

General SIFE selection criteria

1. Passion and belief in helping others
2. Very strong commitment to the team
3. Advanced level of verbal and written communication
4. Ability to meet deadlines
5. High level of professionalism

Role specific selection criteria

1. High level of attention to detail
2. High level of creativity
3. Ability to identify new avenues of exposure
4. Ability to be resourceful and problem-solve as issues arise



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5. High level of organization and ability to manage multiple tasks within strict timelines
6. Ability to incorporate suggestions from various parties and collaborate ideas
7. Experience working with graphic designs, Photoshop or equivalent

Responsibilities

- Oversee the creation and distribution of all Think.Act.Green marketing material
- Ensure a sufficient amount of articles are submitted to The Echo (4) and The Voice throughout the year
- In coordination with relevant team members, develop audio-visual materials for use at Think.Act.Green events and programs (including the Environment Conference, Workshops and Competition Ceremony)
- Develop and distribute TAG.US a week and a half after each of the phases conclude (including submission time to Marketing and Communications)
- Ensure that that distribution of newsletters and the evaluation report are sent to all relevant internal and external parties
- Oversee the submission of SIFE quarterly newsletter articles
- Create a detailed marketing plan for the overall Think.Act.Green program, ensuring all demographics are reached (School community, University academics and students, corporate and environmental companies, government and local communities)
- In coordination with the Events team and relevant I&D (Innovation and Development) team members, develop marketing strategies for specific Think.Act.Green events and phases of the Think.Act.Green program
- In coordination with relevant team members, design all Think.Act.Green resources and materials (including Resource Pack, Judging Briefing Pack, Certificates and Programs, Evaluation Report etc.)

About the University of Melbourne SIFE

Students in Free Enterprise is a network of over 38,000 students, studying at more than 1,500 universities worldwide, who endeavour to use classroom knowledge to address socio-economic problems in their local or international communities. With the assistance of academic and business leaders, SIFE students



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are committed to making a difference by creating sustainable economic opportunities for disadvantaged groups.

The University of Melbourne SIFE is the largest SIFE team in Australia, with an active membership of 78 students currently working in 5 projects and 3 functional divisions. In July 2011, the team was named SIFE Australia National Champion and will be representing Australia at the SIFE World Cup in Kuala Lumpur.