

Position Description



MARKETING OFFICER (SWITCHED-ON ENTERPRISES)

1. Position Summary

The Marketing Officer is a member of the Switched-On Enterprises project team. They will be responsible for developing, implementing, evaluating and supporting strategic and tactical marketing in consultation with the Project Managers. This includes managing external relations, media relations, project marketing, partnership and sponsorship proposals, grant applications, management of website content & overseeing all external documentation specific to the Switched-On Enterprises project.

The Marketing Officer will report to the Project Managers of Switched-On Enterprises.

2. Selection Criteria

Positions Available: 2

Eligibility

1. Enrolled student at the University of Melbourne until at least December 2011
2. Willing to commit a minimum of five hours per week, excluding meetings, during non-exam periods
3. You agree to check your preferred 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
6. Ability to work effectively in a team

Role Specific Selection Criteria

1. Outstanding written and verbal communication skills
2. Excellent team work skills
3. Strong interpersonal skills
4. Strong understanding of marketing techniques
5. High level of organization and the ability to manage multiple tasks within strict timelines

6. Advanced level of computer literacy
7. High attention to detail
8. Ability to be resourceful and problem solve as issues arise
9. High level of initiative and ability to work independently
10. Creativity and ability to generate innovative ideas

Additional Desirable Selection Criteria

1. Studying Commerce with a major in marketing
2. Work experience in a marketing role

Time Commitment

1. Weekly meeting with Consultants team (1 hour)
2. Fortnightly to monthly meeting with social enterprise (1 hour)
3. Monthly Vision meeting with Switched-On Enterprises (3 hours)
4. Minimum of 6 hours per week during semester and 2 hours per week during exam periods, excluding meetings

3. Responsibilities

Marketing

- Edit all material produced by Switched-On Enterprises consultants, which may include handbooks, workshop presentations, press releases, newsletters, and partnership proposals and agreements,
- Update all materials produced by Switched-On Enterprises as required
- Work in conjunction with Marketing and Communications to develop, co-ordinate and evaluate an external marketing strategy for Switched-On Enterprises
- Manage web content for the Switched-On Enterprises website
- Maintain the Switched-On Enterprises brand
- Participate in idea-generation and other creative aspects of Switched-On Enterprises

4. Other Information

Organisation Unit

Students In Free Enterprise (SIFE) is a network of over 38,000 students, studying at more than 1,500 universities around the world, 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 are committed to making a difference by creating sustainable economic opportunities for disadvantaged groups.

SIFE teams manage a diverse portfolio of projects, which operate on the principles of market economics, education and training, entrepreneurialism, financial management, business ethics and sustainability. At a global level, SIFE is supported by hundreds of leading companies and organisations that believe in securing a future led by ethical business leaders with a broad worldview and a commitment to helping others. Every year, SIFE students are changing the lives of millions of people, whilst developing the skills to become socially responsible business leaders.

The University of Melbourne SIFE team is helping those left out of the free market economy to gain the education, skills, and experience to achieve increased access,

opportunity and success. They see growing social inequality and environmental degradation as market failures, and are working to close these gaps – one student-led initiative at a time – for positive change.

The University of Melbourne SIFE is the largest SIFE team in Australia with an active membership of 62 students who spend 22,978 hours annually on 3 projects. In July 2007, the team was named SIFE Australia National Champions and reached the semi-finals of the SIFE World Cup in New York, representing Australia amongst the leading 44 teams from around the globe.