

# Position Description



## MARKETING OFFICER (THINK.ACT.GREEN)

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### 1. Position Summary

The Marketing Officer is a member of the Sponsorship and Marketing subgroup 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 Corporate Liaison Officer and the Sponsorship Officer. They will report to the Project Managers of Think.Act.Green.

### 2. Selection Criteria

**Positions Available:** 1

#### 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. 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
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

### **Time Commitment**

1. One one-hour weekly meeting
2. Average of five hours per week in project tasks (average of 1-2 hours during exams)

### **3. Responsibilities**

#### **Marketing & Communications**

- 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 Seminars, 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.)

### **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.