



Australian Business Volunteers

Position Description: Marketing Communications Specialist

Position Ref: PAU011180

Partner organisation name: Repurposing for Resilience

Partner organisation location: Eurobodalla Shire, South Coast NSW

Key dates: Start ASAP

Assignment timeframes: 2-months with a commitment of 3 hrs per week (approx.)

Assignment mode/location: Online/remote.

Purpose of the Role

Repurposing for Resilience (RfR) works in the Eurobodalla Shire on the South Coast of NSW. What started out as a small, defined undertaking (to reuse and repurpose solar panels) has grown to encompass community workshops, trades training, Waste art gallery, festivals, and many more aspects relating to waste management.

While the organisation's mission, operations and purpose are unfaltering, external understanding of who they are and what they do has become confusing and unclear due to the breadth and diversity of their activities. This impacts their ability to attract volunteers, to pitch themselves to funding bodies, and to create community understanding of the many aspects of waste.

This assignment is to understand the breadth of work being done by this organisation, and to reshape its external communications to be cohesive, consolidated and effective.

Tasks:

- Understand and analyse RfR's operations and the wider context of waste in society.
- Advise and discuss this analysis from a communications perspective so RfR is part of shaping how they are positioned or pitched.
- Create a strategic communications plan that authentically showcases the scope and complexity of RfR, but also provides its stakeholders with a cohesive and clear understanding of the organisation and its work.

Deliverable:

- External communications of RfR that has cut-through, clarity and remains authentic to its mission.

Selection Criteria:

Essential:

- Experience in strategic communications and tactical marketing tools/platforms.
- Experience project-managing the roll out of communications plans.
- Understanding of how effective external communications could be assessed/measured.

Desirable:

- Understanding, interest, or appreciation of waste management issues, especially in the solar industry.

Attributes of volunteers seeking to work with ABV

- Respect for ABV staff, local communities, and their knowledge and experience
- Understanding and respect for cross-cultural contexts
- Exceptional communication skills (including interpersonal, written, verbal, non-verbal, and listening)
- Ability to read, listen to and manage community expectations and deliver accordingly
- Empathy, patience, and collaborative attitude
- Comfort in building relationships remotely (using online communication tools)
- Comfortable to trouble-shoot and manage ambiguity
- All volunteers who are traveling are required to be vaccinated against Covid-19 and must provide a Covid Certificate as proof of vaccination.

Prerequisites for undertaking volunteering assignments.

- To register with ABV (if not already registered):
 - ✓ At least 5 years relevant professional experience
 - ✓ You must be an Australian citizen or Australian permanent resident residing in Australia. Australian Citizens residing overseas may be considered on a case by case basis.
 - ✓ Willingness to complete a police check and Working With Children Check if selected before commencement
 - ✓ Willingness to be interviewed and have references checked
- Once you have passed registration phase:
 - ✓ Willingness to interview for the role with ABV program staff
 - ✓ Acceptable police check and Working with Children Check before commencement
 - ✓ Sign the ABV Letter of Agreement (Code of Conduct, etc)
 - ✓ Medical check, compliance with all travel, entry and in-country requirements (where international deployment is part of the assignment)
 - ✓ All volunteers who are traveling are required to be vaccinated against Covid-19 and must provide a Covid Certificate as proof of vaccination.

HOW TO APPLY:

Please submit your expression of Interest to recruitment@abv.org.au as soon as possible, confirming the following:

- The Role name and Assignment Number
- Confirmation that you are a registered volunteer with ABV or are willing to go through ABV's screening process to become a registered volunteer.
- If you are a Registered Volunteer - send a response to the selection criteria for the role, confirming you have relevant skills and experience.
- If you are not a Registered Volunteer – send your CV with a response to the selection criteria for the role, confirming you have relevant skills and experience.
- If there are any special considerations, we would need to make for you.

What will happen next?

- ABV will review all applications as they are received



- Shortlisted candidates will be sent a Terms of Reference (ToR) document (aka Assignment Description) and asked to confirm they believe they can fulfil the role requirements.
- Candidates will be advised whether they are shortlisted for interview.

ABV is an equal opportunity employer and Aboriginal & Torres Strait Islander peoples, people from culturally & linguistically diverse (CALD) backgrounds are encouraged to apply for this position.