Position Description:

Marketing and Communications Advisor

Assignment number:	PAU011437
Partner organisation name:	Orbost Art Gallery
Key dates: (please note Volunteers are not expected to work over the December/January holiday period)	November 2026 – March 2027
Time commitment:	Approx. 7 hours per week
Assignment mode/location:	Online

Purpose of the Role:

Help a Regional Art Gallery Attract More Visitors and Strengthen Community Connections

The Resilient Regions Program, delivered by **Australian Business Volunteers (ABV)**, is a place-based, community-driven initiative that strengthens disaster preparedness, economic resilience and social cohesion across small towns and communities in East and Central Gippsland.

ABV is partnering with Orbost Art Gallery, seeking a volunteer Marketing and Communications Advisor, to develop practical marketing and communications strategies that increase visitation, strengthen community engagement and expand awareness of the gallery's exhibitions, events and activities.

In this role, you will work closely with the gallery's committee to review current marketing activities, assess audience engagement opportunities and identify practical ways to increase visitation. Drawing on your marketing and communications expertise, you will develop a tailored strategy that helps raise the gallery's profile, attract new audiences and tour groups, strengthen community participation and provide volunteers with a clear roadmap for promoting the gallery's programs and events.

Selection Criteria:

- Experience in marketing, communications or tourism promotion.
- Experience developing practical marketing strategies.
- Understanding of regional, community or not-for-profit organisations.
- Ability to provide practical, low-cost marketing and communications solutions suitable for volunteer-led organisations.

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.
  - ✓ Willingness to complete Australian police check and Working With Children Check
  - ✓ 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 Australian police check and Working with Children Check before commencement
  - ✓ Sign the ABV Letter of Agreement (Code of Conduct, etc)
  - ✓ Medical check (external and ABV), compliance with all travel, entry and in-country requirements (where required).
  - ✓ You are expected to abide by any COVID regulations of the destination country or the partner organisation with whom you may work. These regulations will be made known to you.

How to Apply:

Please refer to this page on the ABV website for role closing dates: ABV Open Assignments

Please submit your expression of Interest to volunteers@abv.org.au 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 short paragraph outlining your relevant experience against each selection criteria.
- **If you are not a Registered Volunteer** – send your CV with a short paragraph outlining your relevant experience against each selection criteria.
- 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 (Assignment Description).
- 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.