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**Marketing Coordinator (Volunteer)**

***Job Responsibilities:***

The Marketing Coordinator is responsible for assisting to promote the organisation’s vision and mission statement through developing and implementing marketing and advertising strategies and campaigns; tracking sales and marketing data; maintaining relevant databases and records and preparing reports.

***Marketing Coordinator Job Duties:***

The Marketing Coordinator will implement marketing and advertising strategies and campaigns by assembling and analyzing sales forecasts; preparing and implementing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations. The Marketing Coordinator will also establish contacts, coordinate mailing lists and develop and implement opportunities for the promotion and success of the organization. This includes approaching potential donors and sponsors for support and negotiating contracts. The Marketing Coordinator will work closely with the organisation’s Chief Executive Officer and the Board. In addition, the Marketing Coordinator may be requested to research and prepare reports relating to sales, promotions and outcomes from marketing and advertising strategies.

***Specific Tasks:***

Specific tasks will include, but are not limited to; designing and implementing strategies for the promotion and advertising of Dolphin Research Australia’s services, products and vision and mission.

***Essential Qualifications***

* Experience in Direct Marketing, Market Segmentation, Marketing Research, Coordination, Project Management, Reporting Research Results, Understanding the Customer, Process Improvement, Initiative, Planning, Financial Skills or equivalent fields;
* Experience in implementing branding and marketing plans and strategies;
* Experience in working with a team and within restricted budgets;
* Genuine personal interest in the conservation of marine mammals and the environment;
* Competent skills in the use of Microsoft Office programs including, Excel, Word and PowerPoint;
* Excellent written and oral communication skills;
* Excellent organisational skills.
* Passion for the marine environment and its conservation.

***Desirable Qualifications***

* Experience in working with charities, community groups or non-government organisations.
* Experience in approaching potential donors and sponsors.
* Experience in negotiating contracts for marketing and branding strategies and/or campaigns.

***Essential Personal Attributes***

* Ability to take initiative
* Work within specified time frames
* Be responsible, efficient, respectful and punctual
* Excellent communication skills.

***Time Allocation & Commitment***

It is expected that the Coordinator commit a ***minimum***of 4hrs per week – this may vary depending on the marketing campaigns.

A ***minimum***of six months commitment is essential and expected from the Coordinator. This includes a four week probation period. Following this period, the Coordinator and Executive Officer will evaluate the position.

***Communications***

The Coordinator must communicate to the Chief Executive Officer by phone, email or face-to-face meetings each milestone and developments of all tasks relating to the marketing and promotion of Dolphin Research Australia (timing of communication is to be discussed with the Chief Executive Officer, but suggested at least once per week). The Coordinator must communicate to the Chief Executive Officer any new opportunities and/or developments that may arise during promotional activities relating to the Dolphin Research Australia at the earliest possible convenience. The Coordinator must not contact media institutions or social media without prior approval from the Chief Executive Officer.

***Location***

This Coordinator position can be based in the Northern Rivers, NSW, or South East Qld, Australia.

***Agreement***

On the occasion that the applicant is successful in being offered this position, the applicant agrees to all of the above duties, responsibilities and other categories specified above. The applicant also agrees to abide by the Dolphin Research Australia Inc. Workplace Health & Safety Policies and Code of Practice as outlined in the attached documents. If the Coordinator fails to meet the above duties or acts in detriment to the health and safety of colleagues or the organisation the Chief Executive Officer holds the right to terminate the position.

***Application Process***

To apply for the position, please provide a cover letter outlining your relevant experience to this position and curriculum vitae including two references. You will receive confirmation that your application has been received and further details regarding timing of application outcomes upon receipt of application.

If you have any questions regarding this position, please contact our Chief Executive Officer:

***Contact Details***

Elizabeth Hawkins, PhD

*Chief Executive Officer, Founding Director*

*Dolphin Research Australia Inc.*

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