

JOB DESCRIPTION – MARKETING & COMMUNICATIONS ASSISTANT (VOLUNTEER)

Who we are

Our vision is for a sustainable future for people and planet. We are a purpose-driven, not for profit that provides *solutions for sustainable consumption and production*.

At GECA our role is to make buying better easier for consumers and business while empowering manufacturers to create products and services that are GOOD for people and planet. We offer tangible solutions through certification, education and advocacy services.

We work with all those who are truly committed to addressing the social and environmental challenges ahead. These organisations include all levels of government, businesses, our fellow not for profits and indeed all communities seeking to create positive change.

Job summary

This position involves providing support to the Marketing and Communications team to help increase awareness and actively raise the profile of the organisation. All marketing and communications work is centred around enabling GECA's purpose which is to provide solutions for sustainable consumption and production.

Key deliverables

- Maintaining and uploading content to the GECA website, ensuring it functions smoothly and accurately and suggest improvements where necessary
- Monitoring social media channels and analysing key metrics
- Conducting research for content to be published in industry and consumer magazines and online platforms
- Promoting the work of licensees e.g. writing case studies
- Creating promotional materials
- Preparing content for the bi-monthly EDM *Good Environmental News*
- Other tasks as required

Key attributes & capabilities

- Problem solver
- Detail oriented
- Creative thinker
- Able to follow directions and take initiative when required
- Would enjoy working in a small close-knit team
- Believes in GECA's values of integrity, independence and impact
- Video editing and production skills (not required but would be an advantage)

Reporting Relationships

The Marketing & Communications Assistant reports to the CEO and/Head of Engagement & Marketing.