



**ANIMAL WELFARE LEAGUE OF
SOUTH AUSTRALIA INC**

**VOLUNTEER ROLE
DESCRIPTION**

Marketing Volunteer

Job Specification

ROLE:	Marketing Volunteer
REPORTS TO:	Marketing and Communications Coordinator
LOCATION:	Wingfield (Founders Building)
SHIFT TIMES:	One day per week

Purpose

The Marketing Volunteer will assist the marketing team in the promotion of AWL and its operations, including adoptions, cremations, boarding and thrift shops.

Volunteer Duties and Responsibilities

Duties include:

- Assisting in gathering and editing photo and video content for AWL's social media accounts and website, including:
 - Staff performing day-to-day duties in adoptions, boarding, cremations and thrift shops.
 - Animals in AWL care, including adoptions and boarding (subject to customer approval).
- Assisting in writing engaging marketing copy for social media posts, blog articles and website copy.
- Assisting in designing assets for AWL's social media accounts, website, EDMs and TV screens.

Work Health and Safety

All volunteers have a legal obligation to protect themselves from risks to health and safety and to make sure they do not cause a risk to others through any action or omission.

In particular, the incumbent must:

- Comply with statutory and organisation requirements, procedures and rules introduced to protect the health and safety of people at the workplace including the public.
- Use equipment provided to protect health and safety.
- Follow reasonable instructions given on health and safety.
- Ensure they are not affected by alcohol or another drug so as to endanger themselves or others.
- Report accidents, injuries, property damage and health and safety incidents.

- Participate in activities associated with the management of workplace health and safety.

Skills, Abilities and Experience required (or desirable) for Role

We are looking for a volunteer with the following skills, abilities and experience to fill this volunteer role:

- Demonstrate AWL's vision, mission and beliefs when carrying out all tasks and when engaging with other staff, volunteers and the public.
- Excellent communication skills.
- High-level photography and videography skills (experience in working with animals is desirable).
- High-level design skills including experience with Canva and Adobe Photoshop, InDesign and Premiere Pro.
- Excellent attention to detail, planning and organisation skills.
- Reliable and professional with the ability to work independently and as part of a team, take initiative and multitask.

Desirable

- Working towards completion of a Marketing, Communications or similar type qualification.

Special Requirements

- Satisfactory National Police Clearance Certificate at commencement and periodically at the request of AWL.
- Current Driver's Licence.
- We request a minimum commitment of one shift per week.

I have read the requirements and responsibilities outlined in this volunteer role description and AWL's Code of Conduct and will adhere to these conditions.

I agree to have my performance monitored and evaluated in relation to this volunteer role as detailed throughout this document.

Name: _____

Signed: _____

Date: _____