



Publications Officer – *An editor supreme with a flair for good email marketing design who is interested in researching youth volunteering opportunities and promoting them as widely as possible via an e-newsletter.*

So what would I be doing for 8 hours per week?

- (Initially) Working closely with Marketing Managers of Big Help Mob and TEDxPerth to “learn the ropes” and develop a marketing strategy
- Creating an inspiring, high impact e-newsletter template and an online submission form
- Sourcing and collating submissions from Youth Tree and external organisations for the e-newsletter
- Editing content and producing an innovative, high-impact e-newsletter fortnightly
- Promoting the e-newsletter and managing subscriptions
- Working with Marketing Manager to measure impact, refine strategy and constantly improve content

The successful applicant will be:

- An amazing communicator in written English, with highly developed editing skills, who understands the balance between quirkiness, humour and professionalism
- Passionate about youth innovation and volunteering
- Knowledgeable of web design and web marketing, and incredibly interested in researching these and teaching themselves new skills
- Passionate about sharing awesome volunteering opportunities with as many young people as possible
- Someone with initiative and the ability to generate and collate new exciting content
- Someone with integrity, professionalism and attention to detail
- Happy to collaborate with and learn from others, share ideas, expertise and workload
- Passionate about using their creative abilities to better people and the world

Please Note: This not an exhaustive position description. It is a suggestion of the areas you will be involved in and could certainly change. Youth Tree is a dynamic environment and Youth Tree staff will need to be flexible, self-motivated, creative, willing to take ownership of their position and willing to try new things. Hence Youth Tree values people with:

- A sense of humour
- A genuine desire to do good in the world
- Attention to detail
- Humility
- Creativity (creativity doesn't mean you have to be good at painting... it's very broad)
- An interest and fascination in the world and in their own field of work
- Persistence and patience
- Genuine friendliness, willingness to share and collaborate
- Love of stupidity and an uncanny willingness to participate in cartwheel contests etc at formal events
- A willingness to be a leader

