



Position Description

Position Title: Marketing Specialist
Location: TG23 Goldsbrough Lane, Melbourne
Reports to: Commercial Manager
No. of direct reports: None
Position type: Full Time – One year contract

About Good Cycles

Good Cycles is a social enterprise and for-purpose business. We run a range of mobility enterprises across Melbourne to help support our mission. These businesses include: a retail store, service centre, fleet maintenance, car cleaning and street services.

We are 100% non-profit and a registered charity. Good Cycles recognises that disadvantage can be experienced by a wide variety of people in our communities - we are therefore committed to being as broadly focused and inclusive as we can when offering our help to vulnerable people. The groups we work with include:

- Disengaged and socially isolated youth
- Asylum seekers and newly arrived refugees
- People with mental health issues
- People with physical health issues
- People at risk of homelessness
- Long-term unemployed people
- Public housing residents

About the Role

The Marketing Specialist is accountable for the delivery of both the social media content as well as the design, build and execution of digital marketing activities.

Key Responsibilities

1. Deliver all digital communications
 - i. Produce content to present and promote Good Cycles' cause
 - ii. Ensure all outgoing messaging, content and material is consistent and in-line with the Good Cycles brand, its values and core mission
 - iii. Monitor all incoming communications through social media channels
 - iv. Present Good Cycles' cause, mission, and agenda clearly and in line with brand guidelines to customers and stakeholders
 - v. Promote Good Cycles' cause and commercial operations
 - vi. Identify opportunities to extend Good Cycles reach and profile within both the cycling industry and the area of social enterprise through digital channels
2. Online presence
 - i. Maintain the Good Cycles website
 - ii. Advise on the optimization and development of the commercial aspects of Good Cycles online presence
 - iii. Design, build and execute all on-line advertising during campaigns
 - iv. Be familiar with back-end systems for database population, CRM and bookings etc
 - v. Design and produce Good Cycles' member newsletter and EDMs
 - vi. Manage and develop all social media channels in conjunction with internal and external stakeholders
3. Marketing and campaigns
 - i. Develop a communications plan for the new Customs Square project:
 - a) Develop stakeholder map
 - b) Identify messaging/stakeholder
 - c) Develop communications plan at the stakeholder level
 - d) Ensure comms material is developed and reviewed in a timely fashion
 - e) Produce collateral for use when meeting with potential funders
 - ii. Design and produce digital marketing artefacts for both general and specific applications and promotion, in line with brand guidelines.
 - iii. Work with retail staff to develop and promote commercial offerings and campaigns
 - iv. Work with programs staff to promote programs to specific audiences and present outcomes and results to the general public.
 - v. Work with operations staff to promote current service contracts in line with overall business development objectives
 - vi. Develop marketing collateral for use by our 'Better Cities' B2B operations

- vii. Produce reports to determine the success of campaigns

Key Attributes

1. Able to work independently, efficiently and prioritise work effectively
2. Flexibility and adaptability across a range of work requirements
3. A commitment to helping people who are experiencing disadvantage
4. Work with external stakeholders in the communications space
5. Proficiency with Excel, Word, Adobe Illustrator, Indesign and Photoshop, Wordpress, and Google Apps/ads.

Education and Experience

- a. Communications/Marketing/Media degree or similar
- b. Experience with, or qualification in, digital media and web technologies.

Key Performance Indicators

- a) Social media followers
- b) Sales conversion rates

General Terms and Conditions

Position Title: Marketing Specialist

Location: CBD Melbourne

Position reports to: Commercial Manager

Position type/hours of work: Full time, one-year contract

Remuneration: \$78k (includes Superannuation)

Consent to conduct Working with Children and Police Check before commencement of employment may be required.