



## Position Description

<b>Position title</b>	<i>Marketing Assistant</i>
<b>Position type &amp; hours</b>	<i>Part-time; 22.8 hours (equivalent to 3 days) per week.</i>
<b>Location</b>	<i>Remote - preference given to folks in AEST or ACST time zones.</i>
<b>Reporting to</b>	<i>Koren Helbig, Marketing Manager</i>

## About Milkwood

We are a for-purpose [education provider](#) dedicated to sharing permaculture skills, for living like it matters. Our mission is to empower more people in more places to create a life that puts care for ecosystems and care for community in the foreground of everything that they do.

We take excellent care of our team in every way we can - and in return, we expect our team members to be absolutely awesome and dedicated to what they do.

Milkwood is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive, just and equitable environment for all our team.

## About the position - Marketing Assistant

This is the job for you if you're a natural communicator with excellent organisational skills, strong attention to detail, and the ability to work across lots of different platforms and mediums. You'll have a curiosity or passion for permaculture thinking - and be keen to apply these principles to your decision-making in both long-term planning and your daily tasks.

### Main duties + responsibilities

- Scheduling approved social media content across a range of platforms, and assisting at times with content creation.
- Moderating all Milkwood social media platforms.
- Collating monthly Marketing reports.
- Curating, moderating and building the 'Milkwood Community' Facebook group.
- Building and maintaining the Milkwood photo and illustration library.
- Assisting with Milkwood's affiliate, influencer and external partnerships programs.

- Assisting with basic website maintenance tasks, including an SEO audit and clean up of past blog posts.
- Providing support to the Digital Content Producer and Marketing Manager as needed, to help ensure successful digital course launches.
- Assisting with various Marketing admin tasks.

### Required skills and experience

- Solid knowledge of key social media platforms.
- A good writer across everything from social captions to longform articles.
- Basic graphic design omph and handy with a camera and phone.
- One year of experience working in communications or marketing, or qualifications in communications, marketing and/or journalism.
- Passionate about sustainability and permaculture.
- Strong organisational skills and ability to get stuff done independently.
- Excellent level of attention to detail.

### Highly desirable skills and experience

- Skills in Canva, Mailchimp and Wordpress.
- Qualifications in permaculture and/or sustainability.
- Previous experience managing social accounts with 50k+ followers.

### Software + apps that you'll be working in

- Google Drive (Docs, Sheets, Meet)
- Social media platforms - Facebook, Instagram, YouTube, Pinterest, Twitter, LinkedIn, TikTok
- Wordpress and Kajabi
- Mailchimp
- ClickUp project management system
- Canva and the Adobe Creative Suite

### Job location:

Remote - preference given to folks in AEST or ACST time zones.

During your Milkwood working hours, you will need to ensure you have access to a quiet and appropriate office space, a computer and a strong, reliable internet connection.

### Remuneration & other perks:

This position will be paid at a base rate of up to \$27 AU per hour, depending on experience, plus superannuation and entitlements.

We also offer our staff heaps of additional perks, including:

- Quarterly staff bonus pool, in which you receive a percentage share of Milkwood's quarterly profit.
- Our generous Leave Policy, which gives you entitlements well above the National Employment Standards - including paid parental leave, paid community service leave and long service leave.
- Annual wage increases in line with CPI.
- Access to our staff training and professional development fund.
- Free entry to all Milkwood courses, for you *and* your direct family members.
- Remote workers receive an annual trip to our HQ in Tasmania, for in-person planning and fun chats!

This position will begin with a trial period of 8 weeks.

## How to apply:

Send an email to [jobs@milkwood.net](mailto:jobs@milkwood.net) with the following:

- Your resume, including contact details of three professional referees.
- A cover letter telling us a bit about why you're a great fit for this job.
- Three samples of or links to your written work that reflect Milkwood's style. These can be published articles, blog posts or even a particularly well written Instagram caption.
- Optional extra - send us a sample of a Reel, graphic, carousel or other social media content piece you've designed.

*Applications that do not include the above will not be considered.*

*Milkwood is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive, just and equitable environment for all our team. We welcome applications from those identifying as indigenous, a person of colour, LGBTQIA, and/or folks who have been outside of the paid workforce for some time due to family, disability or other life pathways.*

Because of the fast turnaround of this position, the more relevant info you can give us about your experience, the better. **Applications close at 5pm on Monday, July 18.**

**START DATE:** As soon as possible!

Thank you.

*Milkwood HQ operates from talune/Cygnet, in lutruwita/Tasmania, on melukerdee country.*

*We acknowledge the Traditional Owners of country throughout Australia and recognise their continuing connection to land, water and community. We pay our respects to them and their cultures, and to elders past, present and emerging.*