

POSITION DESCRIPTION

Marketing & Project Coordinator

Position Title	Marketing & Project Coordinator
Organisation	The Mallacoota Wilderness Collective Inc.
Reports To	Executive Officer
Employment Type	Part-time, 12-month fixed-term 0.4-0.6 FTE (2-3 days/week). Open to proposals from business or consultants.
Location	Mallacoota, East Gippsland, VIC (hybrid/remote options may apply)
Package	\$67,000 - \$80,000 FTE pro-rata + superannuation

About Mallacoota Wilderness Collective

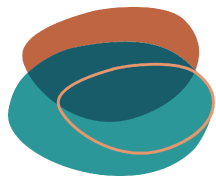
Mallacoota Wilderness Collective Inc. is an impact social enterprise based in Mallacoota, far east Gippsland. We enable people and communities to shape self-determined futures and unlock opportunities to learn, work and build locally. The Collective was started in the aftermath of the Black Summer Bushfires by 5 local women determined to not let disaster define our community's future. Our work focuses around 4 key pillars: Working & Building Locally; Learning & Capability; Enterprise & Innovation; and Leading & Partnership. www.wildernesscollective.org.au

About Remote Microenterprises Australia

Remote Microenterprises Australia (RMA) is the Wilderness Collective's flagship initiative helping women aged 18 and over in remote, rural and regional communities to start, grow, or rejuvenate a microbusiness. RMA is delivered online and uses a range of digital tools, including AI. RMA is delivered as an action-oriented 90-day program, combining live online Masterclasses, peer coaching and co-working sessions, resources as well as a learning and community portal. In 2027, we are expanding the RMA model to a Learning Management System where participants can learn and develop their enterprise at their own pace.

Position Purpose

The Marketing & Project Coordinator is responsible for the day-to-day running & delivery of the Remote Microenterprises program in this exciting phase of its development. The role will involve coordinating program planning and implementation, delivering the marketing plans, content generation and execution; as well as support participants, maintain the learning portal and community communication channels. This is an execution and coordination role. Program strategy, funding, partnerships, and overall direction are set by Wilderness Collective Executives (with opportunity for involvement where appropriate). The role holds a high degree of day-to-day autonomy in how tasks are completed.

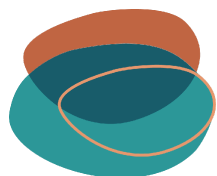


Key Responsibilities and Goals

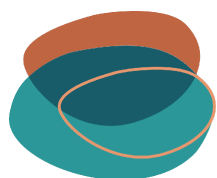
- Program liaison, calendar development, EOI and participant registration; including handling EDMs and communications
- Project manage the delivery of 2 RMA cohort programs throughout 2027
- Digital content development and execution of RMA's marketing program
- Participant and facilitator liaison, some broader community engagement and management of social channels
- Preparation and coordination of program online sessions and evaluation tools (polls, surveys and online Scoreapp).
- Learning portal content research and creation in line with the Learning framework and lesson plans.

The table below sets out the key functional areas of the role, and the specific tasks performed within each.

Key Area	Function	Description of Task
Program Liaison	Facilitator recruitment and briefing	Prepare and issue Facilitator Masterclass Briefs (session objectives, brand guidelines, timing) ahead of each session
	Facilitator scheduling	Coordinate facilitator availability, confirm session dates/times, and manage calendar invitations
	Post-session follow-up	Debrief with facilitators after sessions, log feedback, and flag content or delivery issues
Content Creation	Session collateral	Draft slide decks, session scripts, and prepare any participant handouts
	Poll and survey development	Manage post-masterclass surveys and prepare Zoom in-session polls aligned to each session topic. Update and manage changes to EOI and other templates.
	Copywriting	Prepare draft copy, program descriptions, and participant-facing communications in the RMA brand voice
	Some desktop research to build content development	Desktop research and build out content for portal resources as per the Learning and lesson plans. Including potential for video editing short video lessons.
Learning Portal Management	Content uploads	Upload session recordings, slides, and workbook resources to the members portal following each session.



Key Area	Function	Description of Task
	Portal structure maintenance	Keep program modules and tracks (idea-stage, early trading, rejuvenating) organised and current
	Access management	Manage participant login and access issues, and portal permissions across the 12-month membership period
Community Portal Management	Group moderation	Monitor and moderate the WhatsApp community weekly, ensuring tone, safety, and relevance
	Engagement prompts	Post discussion prompts, session reminders, and celebration or shout-out content
	Peer connection facilitation	Identify and encourage peer-to-peer connections between participants, including buddy pairing and introductions
Marketing & Social Media	Content calendar	Build and maintain a monthly content calendar across social media platforms (Facebook, Instagram)
	Social content production	Draft, design and schedule posts including participant stories, session highlights, and testimonials
	Campaign execution	Deliver EOI, enrolment, and partner recruitment campaigns in line with the marketing plan
	Email marketing	Draft and send EDMs including newsletter updates, session reminders, and cohort notices
	Website updates	Manage online portal content and keep program information up-to-date. Work with web developer as required
Events & Session Logistics	Zoom session administration	Set up, co-host, manage the chat function and record the 12 live Zoom sessions per cohort
Reporting & Evaluation	Data collection	Administer diagnostic assessments for participants, polls, and evaluation surveys across the cohort lifecycle
	Reporting support	Compile session and cohort data to support funder reporting.

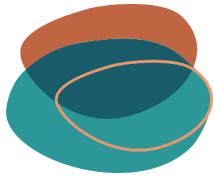


Key Area	Function	Description of Task
	Participant success stories	Source and document case studies and testimonials for reporting and marketing use
Administration & Operations	Calendar and inbox management	Manage the RMA program calendar and shared inbox
	Budget tracking (operational)	Track day-to-day program spend against budget lines and flag variances
Membership Management	Enrolment processing	Process expressions of interest, confirm eligibility, and onboard new members
	Cohort tracking	Maintain up-to-date cohort rosters, attendance records, and progress against the 90-day pathway
	Retention and re-engagement	Identify disengaged members and run light-touch re-engagement outreach
	Membership renewals and handover	Manage the transition of members into the 12-month portal access period following each cohort
Community engagement & enquiry handling	General enquiries	Respond to email, phone, and social media enquiries about RMA triaging to the appropriate track or resource
	Enquiry-to-enrolment conversion	Follow up warm enquiries with tailored information to support EOI completion
	FAQ maintenance	Keep an enquiries FAQ and response bank current to ensure fast, consistent replies
	Database management	Keep participant, funder, and partner records accurate and current in the CRM (Mailchimp)

Key Selection Criteria

Highly desired

- Demonstrated experience in project coordination, online community management, membership management, or program coordinator role
- Experience with content creation and digital tools such as Zoom, CRM/database systems, MailChimp, Google Workspace, WordPress, MemberPress, , and social media scheduling tools
- Ability to work independently within an agreed workplan
- A genuine interest in, experience and understanding of microbusiness/start-up small business (ie. possibly having run a microbusiness at some stage)



- Confident, empathetic communicator, comfortable engaging with a diverse community of women business owners
- Strong communication skills, with the ability to write in a warm, practical, and confident brand voice
- High attention to detail and strong independent organisational skills

Desirable

- Familiarity with online learning or membership platforms
- Experience moderating online communities (e.g. WhatsApp, Facebook groups)
- Basic graphic design skills for social media and program collateral
- Connection to a rural or regional community.

Key Relationships

Internal	Executive Officer, Wilderness Collective board and staff
External	RMA program participants, community members, session facilitators and presenters, program funders (as directed), vendors and suppliers

Timeframe and rate:

Ideally, the role is to commence November 2026 for a fixed-term project period of 12 months (with a 3-month probationary period). An additional contract extension may be possible. Workdays will be negotiated with the successful candidate.

Annual package range: \$67,000-\$80,000 FTE pro-rate, plus superannuation

We are committed to ensuring our recruitment process is inclusive and accessible for anyone who wishes to apply.

To apply for this role:

Please provide answers to key selection criteria and detailing your relevant experience and interest in the role to info@wildernesscollective.org.au or drop a copy to the Wilderness Collective at 56 Maurice Avenue, Mallacoota VIC 3892 by **COB 19th October 2026**. All EOIs will be handled with strict confidentiality.

We will be conducting interviews on Tuesday 27th October.