



Literacy
Foundation
for Children

WE ARE RECRUITING!

Marketing Coordinator

About the Company

The Literacy Foundation for Children (LFC) is a not-for-profit organisation focused on assisting children with dyslexia, dyscalculia and dysgraphia. These learning disorders can be serious learning barriers for children and it can be difficult to find the necessary support to have equal learning opportunities.

We help families through the raising of funds so they can afford the support they need. The foundation further provides awareness workshops and strategy teaching methods for school teachers.

About the Role

We are currently seeking volunteers with an interest in the marketing industry to work as a Marketing Coordinator. Your objective will be to improve communication between LFC and the general community, and draw a higher brand recognition for the organisation. This hands-on role will give you the opportunity to work closely with the team as well as clients and the general public to raise awareness for those with learning disabilities.

Key Responsibilities

- Regular updates on LFC's social media accounts such as uploading weekly posts, etc
- Preparing and sending regular newsletters to members of LFC
- Maintaining and updating LFC's website
- Building a community support group within existing and new clients
- Advertising Workshops and Events organised by Events Coordinator and promote awareness of fundraising opportunities in collaboration with the Fundraising Coordinator

Successful Candidates should have, but are not limited to, the following experiences:

- Proficiency in Microsoft Office programs such as Word and PowerPoint
- Practical understanding of marketing tactics and the ability to communicate foundation features
- Proficiency in Adobe Creative Suite, Canva, Mail Chimp, Social Media platforms and other marketing tools
- Ability to keep up with social trends and understanding how responsive design works
- Studying or have acquired an appropriate tertiary qualification such as degree in marketing, business management, arts, etc. (a degree in these degrees are ideal as candidates have already developed an understanding of efficient marketing techniques)

Please note: This is a voluntary position, and we are estimating 5-10 hours per week however the hours can be flexible depending on your schedule. Work can be performed independently in a time suitable to volunteer but you may need to be available at times for online Management Committee meetings held 6 weekly in the evening. Ongoing communication with the team is mostly via email/phone and zoom meetings. We are looking for someone who can commit to a 6-12 month period for continuity and momentum in this role. You will need to have full legal working rights to work in Australia to be considered for this position.

If you are interested please send your Resume and a Cover Letter detailing why you want to work at LFC and why you think you would be a great volunteer for this role! A Position Description is available upon request. The contact email is below and feel free to add any questions you have about the role. Only applicants who are shortlisted only will be contacted.

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