

WE PROUDLY  
GIVE A DAMN.



Social Enterprise Collective



deakinseco



[www.seco.org.au](http://www.seco.org.au)

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## Position: Marketing Officer

Applications Close: 5:00 PM, 15 August 2017

### About SeCo

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- Who are we:** SeCo is the destination for young leaders and change makers in Australia who want to use business as a tool for change. We seek to leave the world in a better place than how we found it.
- Our Vision:** Our vision is a world where all youth-led enterprises and businesses are underpinned by purpose and social impact
- Conference:** Our Young Social Entrepreneurs Conference held at Deakin University provides the platform for the next generation of leaders to connect with ambitious, like minded university students and social entrepreneurs who proudly give a damn. The conference regularly sees over 100 passionate young people come together from across the country to share ideas and innovation.

### The Job

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*The Marketing Officer will work as part of the Marketing Team to develop concepts and generate innovative ways to promote SeCo as a club, its campaigns, events and conferences. You will work collaboratively with our Marketing Director to ensure that all marketing is in line with our Brand Strategy, whilst promoting our vision and maximising our reach to SeCo's target audience.*

*We want everyone to know what a social enterprise is and show that business focused on social impact has the potential to change the world - our strategic marketing is key in getting the word out!*

*This role requires a passionate, committed and enthusiastic person who is excited by social enterprise (Melbourne based examples include [Thankyou](#), [Who Gives a Crap](#) and [YGAP](#)). The time commitment for this position will average **3-5 hours per week**. You must commit to the position for a **minimum 1 trimester**.*

### Responsibilities

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- Assist the Marketing Director in developing strategic, targeted marketing and communication content for campaigns, conferences and events.
- Create content for SeCo website.
- Create and schedule Social Media posts on all relevant social media platforms.
- Gather engaging material to include in SeCo's monthly newsletter.
- Any other duties as directed, within the scope of marketing.
- You will be required to attend **fortnightly** Team Meetings held at Deakin University Burwood Campus.



## Requirements

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- Passion for Social Enterprise & Entrepreneurship.
- Excellent communication and organisational skills.
- Current study/previous study/previous experience in marketing or communications.
- Ability to work with internal and external stakeholders in a professional manner.
- Understanding of Brand Strategy and Social Media Strategy.
- Demonstrated experience using Social Media and utilising it as tool for gaining support.
- Ability to work independently and collaboratively.
- Flexibility to work extra hours during the conference period.

## Further Info

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You can read about Social Enterprises/Entrepreneurship on the following websites:

- [www.seco.org.au](http://www.seco.org.au)
- <http://tdi.org.au>
- [You can also watch past conferences on our youtube channel](#)

## How to apply

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All applications must be sent to [enquiries@seco.org.au](mailto:enquiries@seco.org.au) with a CV (or link to your LinkedIn) and cover letter which addresses why you're interested in SeCo and why you are the right candidate for this position.