

# Marketing and Communications Savvy Volunteers Wanted

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## Short Description

Technology for Ageing and Disability SA Inc (TADSA) has a variety of exciting volunteer roles with opportunity for growth and creativity available for enthusiastic and skilled volunteers to help us expand our services and grow, engage and connect with our networks, clients and stakeholders.

## About the Organisation

TADSA is a not-for-profit organisation that leverages the time of over 50 volunteers with engineering, trade, technical and other skills who design and custom build bespoke equipment solutions to assist people with disabilities and the aged to live independently.

## Detailed Description

1. Develop and align TADSA's on and off-line marketing presence with a particular focus on

**Website** - reviewing, updating and writing TADSA website content

**Search Engine Optimisation (SEO)** - implement a range of techniques to get the website found on page one of a Google search

**Social Media** - update social media channels, implement strategies to encourage engagement (likes, shares and comments on our posts) and increase followers (Facebook, Twitter, and YouTube), and set, work towards and report on social media objectives and targets.

**Off-line Marketing** - identifying new opportunities for leaflet distribution

**Email Marketing** - develop a direct email plan and write audience specific (targeted) e-newsletters.

2. Develop and align TADSA's internal and external PR & Communication strategy to raise awareness, build support and invite action including:

**Copywriting** - schedule, plan and write Volunteers and Supporters newsletters

**Attend activities and events** with a view to reporting about them

**Write press releases** and respond to media interest

**Develop a proposal** to engage potential partners and sponsors.

3. Developing the TADSA photographic database by providing professional grade images of:

- Fundraising events
- Expos
- Volunteers at work, and
- TADSA project solutions (and ensuring that permissions have been granted).

### Skills and Requirements

It is envisaged you will have the following:

- Knowledge of social media platforms
- Experience in managing social media platforms
- Experience in communications and public engagement techniques
- Well-developed written communication
- Proactive, organised and reliable administrative skills
- English proficiency
- Confident telephone manner
- Computer literacy
- Demonstrable experience with SEO/SEM
- Experience implementing and optimising Google Adwords campaigns
- Solid knowledge of web analytics tools including Google Analytics
- 'Hands-on' experience with online marketing tools and practices
- Familiarity with web design and HTML

To find out more about us visit [www.tadsa.org.au](http://www.tadsa.org.au)

These are voluntary roles. Ability to work from home is an advantage and people with lived experience of disability are encouraged to apply.

Please provide a current CV with your application and finish the following sentence

I am motivated to apply for TADSA's Marketing and Communications volunteer role because.....

**Contact:** E: [admin@tadsa.org.au](mailto:admin@tadsa.org.au) P: 8261 2922