

**We have something to say.
Help us amplify our online voice.**

**This is the
logo for
The Pinnacle
Foundation.**

VOLUNTEER POSITION DESCRIPTION

Position Title: Website & Online Manager (pro bono)

Team: Marketing & Communications Team

Reports To: Chief Marketing Officer

Support From: Marketing & Communications Committee

Hours of Volunteering: Minimum Commitment of 4 hours per week

Reach: National Role available within Australia.

The role

Reporting directly to the Chief Marketing Officer, you will work closely with the Marketing & Communications Committee to deliver on the strategy of The Pinnacle Foundation and the Board's objectives.

The Pinnacle Foundation maintains a consistent social presence. We require an experienced Social Media & Online Manager who lives and breathes the online community to uplift this to a proactive and insight lead level.

Your primary responsibilities will include:

- Working with the content and social team, execute the social media strategy plan, along with identifying new opportunities
- Maintain and update our website, all key information, news, and resources
- Work with the social and content team on quarterly newsletters to our key constituents
- Educate our volunteer authors on key topics to write about
- Work with our key corporate supporters ensuring they are informed of the activities of Pinnacle Foundation
- Keep the Board & Management Committee updated with social and web analytics
- Research and evaluate new opportunities for the foundation
- React to system issues and keep our audience informed
- Work closely with the Marketing & Communication Managers to promote events, campaigns, initiatives
- Assist with promotion of media releases
- Guide our online presence and identify future opportunities.

About the candidate

The right candidate will have existing experience as a professional online manager and maintain knowledge within their professional area of expertise, to ensure technical ability is relevant and up-to-date, enabling successful performance in the position, along with:

- Be a WordPress Ninja – with a experience and deep knowledge of WordPress, HTML, CRM newsletters and Google Analytics, and able to maintain and manage the platform and make changes to the site where required
- Excellent written and oral communication skills with the ability to manage relationships with a wide range of stakeholders
- Very strong organisational and time-management skills
- Excellent attention to detail
- Ability to manage project independent and multi-task
- Ability to look behind the data to find real insights
- Planning skills - both tactical and strategic
- Ability to manage expectations (both up and down) simultaneously.

Core competencies

The following Core competencies are the skills, knowledge and behaviours expected of a volunteer of The Pinnacle Foundation. These competencies may need to be adjusted depending on the foundations overall mission and values.

Communication Skills

Communicates clearly and professionally in written and oral forms and can adapt language to different audiences.

Initiative and Confidence

Generates and acts on new ideas that add value to the business. Trials different ways to engage our social audience.

Achievement Drive

Sets goals and strives to achieve them with enthusiasm and determination. Drives success not by 'likes', 'favourites', but community engagement.

Business Acumen

Has a good understanding of the business environment and the impact their behaviour has on the reputation of the foundation. Strong understanding of data reporting to provide regular updates to the CMO and Board.

Respect

Treats colleagues and customers in a manner which demonstrates integrity, honesty and fairness

Contact

Should you feel that you have the skills and desire to make a difference in the lives of disadvantaged LGBTIQ students through this role, we encourage you to get in contact with:

The Pinnacle Foundation

Andrew Hoppe

Chief Marketing Officer

Phone:0413 727 008

Email: andrewh@thepinnaclefoundation.org

Edited 13/3/17