



1

MARKETING

1. MARKETING GROUP

The Marketing Group is responsible for Marketing and Fundraising. This role is ideally split between two people: A) Marketing Director/Public Relations and B) Marketing Director/Fundraising.

2. MARKETING GROUP'S FUNCTION

Responsible for developing and maintaining a positive public image for the organisation and to raise funds through sponsorship and other funding opportunities to assist the organisation's objectives to be met.

A. MARKETING DIRECTOR/Public Relations

Sponsorship and Advertising

- i. Develop and maintain a national corporate sponsorship list.
- ii. Develop sponsorship proposals. Actively pursue national sponsorship/partnership opportunities.
- iii. Help SDA communicate effectively with the public, sleep health industry and sleep disorder communities.
- iv. Work with volunteers in other states to ensure projects and events are compatible with our national public relations and marketing efforts and the SDA's management guidelines with regards to being coordinated and consistent.
- v. Write press releases when necessary and prepare information for the media.
- vi. Respond to requests for information from the media or designate an appropriate spokesperson or information source.

Social Media

- i. Work with the Publications and Resources Groups and sleep disorder teams/coordinators to maintain brand awareness and online reputation.
- ii. Use social media to promote local and national projects and events (ensure brand consistency by collaborating with other SDA officers).
- iii. Work with the Publications Group to analyse social media insights to guide future social media campaigns.

B. MARKETING DIRECTOR/Fundraising

- i. Actively pursue funding opportunities not related to sponsorship and advertising including but not limited to government funding (including writing and submitting funding applications), raffles and other community fundraising activities.
- ii. Manage fundraising activities including but not limited to applying for permits when necessary.
- iii. Develop and maintain a fundraising activity register.

NB: All SDA officers and volunteers fundraising for SDA are required to comply with all relevant regulations, both state and Commonwealth.

In general, the Marketing Group will be responsible for;

- i. Maintaining SDA's image, identity, and brand.
- ii. Work with the Publications and Resources groups to create, develop and maintain online and offline marketing collateral (including blog posts, social media and website content, and other publications and resources).
- iii. Observe social, industry, and community trends that may impact the organisation and recommend ways to enhance SDA's image based on those observations.

3. THE ROLE OF THE PUBLICATIONS AND RESOURCES GROUP

The Marketing group works with the Publications and Resources groups to create, develop and maintain online and offline marketing collateral and resources that are consistent and coordinated with the organisation's brand, image and identity.

4. THE ROLE OF THE SLEEP DISORDER TEAMS/COORDINATORS

The sleep disorder teams/coordinators work with the Marketing group to create and develop content relevant to their sleep disorder.

5. INVOICING

The Finance Officer will produce invoices and receipts for advertisers and sponsors.

Both Marketing Director roles (A & B) would require approx. 5-10 hours per week each. There would naturally be some weeks where less time is required and there may be some weeks where a little more time is required depending on the projects you are working on.

All roles are done remotely (from home) so you will need a reliable computer and internet connection.

You will need to have experience with:

- a) MS Word and Excel
- b) Google Workspace
- c) Adobe or another PDF editor
- d) PowerPoint, Canva or other platform that enables you to create online and offline visual content
- e) Facebook business pages, and preferably Instagram and Twitter.

It requires a person with:

- a) effective written and verbal communication skills
- b) demonstrated marketing and/or fundraising experience
- c) planning and organisational skills
- d) integrity and reliability
- e) a commitment to meeting deadlines and following through on tasks.

Please also note, as these are Board positions, you are required to be a member of SDA and you will also be required to attend Board meetings (held via Google Meet). There is usually no more than one meeting every 4-6 weeks.