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## Foodie Street Campaign Coordinator

### Job description

The 'Foodie Street' Campaign Coordinator will assist the Ambassador organised 'Foodie Street' 2012 campaign, which is part of Opportunity International Australia's broader 'Food for Thought' campaign held in October each year in recognition of the UN Day for the Eradication of Poverty. The coordinator will work with the Ambassador team to provide marketing, PR and donor partnership development support for the campaign.

The role is a volunteer position and will be a ½ day a week (on average) until October 2012.

### Volunteer responsibilities

Lead development of PR-marketing strategy for the event

- Develop partnerships with targeted food businesses on Victoria St Darlinghurst and gain commitment or re-commitment of at least 20 businesses
- Develop a partnership brochure (in coordination with the Ambassador responsible for graphic design)
- Research viability of 'passport' concept for the event
- Implement marketing and PR strategy, ensuring successful press coverage and prominent position in *Crave Sydney*
- Provide event materials to the restaurants and train staff
- Implementation of giving strategy at the event and post event donation collection follow-up.

### Application requirements

Commitment to work ½ day per week (on average) until October 2012

- Completed or currently completing qualifications in marketing, communications, public relations or relevant diploma or degree
- Commitment to the core values and aims of Opportunity
- Ability to work independently and as part of a team
- Willingness to learn and undertake a variety of tasks
- Ability to multi-task, prioritise and work efficiently
- Clear written and verbal communication skills
- Proficiency in writing, editing and proofreading
- Well organised and meticulous attention to detail is essential
- Experience in design programs would be beneficial

### Criteria for selection

The coordinator will be selected based on the selection committee's judgement of best suitability to the following criteria:

- Skills suitability (as per the application requirements)
- Commitment to the volunteer program
- Passion for poverty alleviation and microfinance
- Compassionate, flexible and cooperative
- Cultural fit with the Opportunity team

### How to apply

To apply for this position and make an important contribution to the fight against poverty, simply email us **your resume and a cover letter** to Opportunity Ambassador Heather Thomson at [heatherthomson75@bigpond.com](mailto:heatherthomson75@bigpond.com). In the cover letter please address the selection criteria and explain why you would like to volunteer for Opportunity. Please note that only applications with a cover letter will be considered. Applications close **27 January 2011**.