

The Babes Project Australia

Position Description: Communications & Marketing Volunteer

The Babes Project is seeking passionate and capable volunteers to join our growing team. As we continue to strengthen our programs, expand our reach, and build sustainable impact, we're looking for committed team players who bring energy, organisation, and heart to the work we do. Comms & marketing volunteers contribute a minimum of 4-6 hours per week and play a vital role in supporting our mission.

This is your opportunity to be part of a rewarding and purpose-driven environment where your time and skills will help empower vulnerable women and their families across Australia.

Location: Frankston or Croydon (potential for hybrid)

Hours: Minimum 4-6 hours per week on Monday, Tuesday or Wednesday

Purpose

The Comms and Marketing Volunteer plays a key role in helping The Babes Project grow its profile, engage supporters, promote our programs and events, and strengthen our presence across digital and community channels. Based at one of our Victorian sites, this volunteer works closely with senior staff to support marketing activity, coordinate campaigns and identify opportunities to increase awareness and engagement with The Babes Project. The role will help ensure our marketing is strategic, consistent and effective in reaching women, supporters, donors, partners and the broader community.

Key Responsibilities

- Support the planning and implementation of marketing and engagement activity across The Babes Project.
- Assist with the development and execution of marketing campaigns, including Giving Day, fundraising appeals, events, program launches, volunteer recruitment and community initiatives.
- Support social media marketing, including scheduling, publishing, campaign coordination and community engagement.
- Assist with email marketing and supporter communications, including campaign scheduling, audience segmentation and distribution.
- Help promote The Babes Project's programs, services, events and fundraising opportunities to relevant audiences.
- Identify opportunities to grow awareness and engagement through community, corporate, media and digital channels.
- Assist with the development and coordination of marketing materials, promotional collateral, advertising and campaign assets.

- Help maintain consistency across marketing channels, ensuring activity reflects The Babes Project's brand, tone, values and key messaging.
- Monitor basic marketing performance and analytics to help understand audience reach, engagement and campaign effectiveness.
- Collaborate with the team to identify new marketing opportunities and creative ways to grow The Babes Project's profile and supporter community.
- Champion The Babes Project's mission and culture by communicating with authenticity, care and professionalism across all marketing activity.

Experience / Skill Requirements

We're looking for someone who brings creativity, initiative and a strong understanding of marketing to this role - someone who is passionate about using their skills to grow the reach, profile and impact of The Babes Project.

The ideal volunteer will bring the following experience and attributes:

- Experience or demonstrated interest in marketing, communications, digital marketing, public relations or a related field, ideally within a not-for-profit, health, community or purpose-driven setting.
 - An understanding of marketing principles and how to engage different audiences across digital, email, social media and community channels.
 - Experience supporting or coordinating marketing campaigns, promotions, events or audience engagement activities.
 - Confidence using digital tools, including social media platforms, Canva or design templates, Google Workspace, email marketing platforms and other marketing tools.
 - An understanding of social media marketing and how different platforms can be used to build awareness, engagement and community.
 - An interest in using data and analytics to understand what is working and improve future marketing activity.
 - A collaborative, proactive approach - someone who enjoys generating ideas, identifying opportunities and helping turn plans into action.
 - Strong organisational skills with the ability to manage multiple tasks, prioritise deadlines and follow campaigns through from planning to delivery.
 - A mature and thoughtful approach to marketing within a community organisation, particularly when communicating about vulnerable women and families.
 - Physical capacity to sit or stand for periods over 30 minutes, climb stairs, and occasionally lift or carry items up to 10kg.
 - A non-judgmental, compassionate attitude with a commitment to The Babes Project's mission.
 - Respect for confidentiality and professional boundaries, particularly when handling supporter, participant or organisational information.
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Our commitment to Child Safety

The Babes Project is committed to operating as a child safe organisation. We seek to protect children in everything we do, creating safe spaces for children and families, where young people are valued, respected and empowered. We do not tolerate any behaviour which constitutes grooming or child abuse. We are committed to the cultural safety of Aboriginal and Torres Strait Islander children and children from culturally and/or linguistically diverse backgrounds. We will also provide a safe and respectful environment for children with a disability and children who identify as LGBTQIA+. In summary, we work to ensure all individuals are treated with dignity and respect regardless of their cultural background, ability, ethnicity, gender identity, sexual orientation, spirituality or religion.