

PR and Marketing Volunteer

Moral Fairground is a business-for-purpose that creates spaces and programs to champion ethical business practices with a mission to educate, inspire and encourage people to make choices that will have a positive impact on the world, the environment and the people we share it with. Our goals are to provide knowledge so consumers can make informed choices that will have a positive impact on our world, and to raise awareness and promote Fair Trade and Ethical Business in Australia.

Job Purpose

Position Title	PR and Media Volunteer
Duration	Immediately to 6 ^h April 2019
Reports to	Susanna Bevilacqua - Director

Moral Fairground is looking for a PR and Marketing Volunteer to assist in the promotion of our biggest event of the year - Fair@Square.

Held on the 6th and 7th of April at Federation Square, Fair@Square is an opportunity for ethical and fair trade businesses to showcase their products and services to the Melbourne public. 2019 marks a decade of Fair@Square and Moral Fairground is looking forward to making it the best one yet.

The PR and Marketing Volunteer will assist the Director and Marketing Coordinator with the delivery of a range of PR and marketing activities. These include communicating with media outlets, arranging interviews and preparing press releases.

On completion of this role, the PR and Marketing Volunteer may apply for an ongoing role with Moral Fairground, providing support in this field.

Persons with an interest in fair trade and ethical business are welcome to apply!

Key Responsibilities

- Act as the primary point of contact for communication with media outlets.
- Assist the Director in booking interviews and other PR activities relevant to Fair@Square.
- Write media releases about Fair@Square and circulate media releases to media outlets.

Selection Criteria

- The applicant should have relevant experience and/or qualifications in PR and marketing.
- The applicant requires satisfactory proficiency in English in order to compose and edit media releases.