

Marketing Manager Position Description

Position Type: Volunteer (6 - 8 hours/week)

Start Date: ASAP

THE OPPORTUNITY

Drive Anika Legal's marketing strategy by leading a team of talented volunteer marketers to promote Anika's services and brand to our audience and keep vulnerable tenants in safe homes.

We're on the hunt for a driven and proactive marketing manager - a people person with professional marketing experience - to enable vulnerable tenants to access Anika's free, online legal services.

You will report into the Head of User ([Kate Robinson](#)) and, alongside the marketing team, you'll coordinate activities from content to SEO, organic social, paid media, to PR and beyond. You'll drive the marketing for new product launches and devise creative campaigns that help us to achieve our wider organisational objectives.

Be part of something unique, not only volunteering for a significant cause, be motivated amongst a community of like-minded, passionate individuals, that champions learning and personal growth.

WHAT WE DO

We provide free, online legal advice to disadvantaged tenants in Victoria.

We are a start-up charity that envisions a world where everyone can access justice. We work towards our vision by providing free legal assistance to the community through an online platform, which is powered by law students seeking practical legal opportunities.

Learn more about [our organisation](#), [how it works](#) and [why our volunteers love working with us](#).

WHY WE EXIST

There is an unmet need for community legal assistance

Each year, over 600,000 Australians cannot access legal assistance due to financial barriers. And even those who are able to access legal assistance can struggle, with legal services commonly delivered in ways that can be difficult for regular people to understand.

There is also an unmet need for practical legal training

Each year, thousands of law students miss out on practical legal training opportunities, even though they are willing to volunteer their time and services. These law students are eager to develop their practical skills before graduation and improve access to justice.



KEY RESPONSIBILITIES

Develop and execute Anika's marketing strategy, guiding the marketing team to promote the brand and our services.

- Manage a team of volunteers, providing them with marketing expertise and knowledge on how to optimise their efforts
- Ensure a consistent brand message and targeted communications for target audiences
- Execute the digital strategy with the team spanning content, SEO, SEM, socials and PR
- Plan, develop and execute creative marketing campaigns to launch new services
- Work closely with the content team to produce blog articles, newsletters and user-friendly resources for tenants
- Collaborate on cross-functional projects, supporting the wider teams
- Maintain the website, ensuring up to date content and optimised for SEO
- Explore new marketing initiatives and opportunities for brand awareness & reach

WHO ARE WE LOOKING FOR?

An outgoing, enthusiastic team leader, with marketing experience and is driven to make a positive impact.

- The passion to make a difference and the willingness to learn
- Ideally minimum 1 year of professional experience in marketing
- Familiarity with multiple channels including SEO, SEM, organic/paid socials, PR
- A people person, comfortable leading a team with a supportive, mentoring attitude
- A 'Yes' mentality - happy to support wherever it's needed
- Confidence in learning to use a variety of tools, from website CMS, to G Suite and reporting (Analytics, Search Console), Mailchimp

WHAT'S NEXT?

Send us your CV

Send an email attaching your CV to people@anikalegal.com with the subject line 'Marketing Manager - [Your Name]' outlining why you want to apply for the role and your resume.

If you have further queries about the role, contact our CEO Noel Lim at noel.lim@anikalegal.com