



# Volunteer Role Description

## Communications Volunteer

TITLE: Communications Volunteer

SUPERVISOR: General Manager

REQUESTED COMMITMENT: 1 day per week for 12 months

PLACE OF WORK: Melbourne Food Hub, Alphington VIC and occasionally other sites

### 1.1 ABOUT THE ORGANISATION

3000acres is a not-for-profit organisation that works to build healthy, resilient and connected communities through urban agriculture. We work to empower communities with the skills and knowledge to grow fresh healthy food and enable the transformation of underutilised land into great community spaces. Through our work with councils, statutory bodies and private landowners we hope to influence the regulatory environment to make it easier to grow food in more places.

### 1.2 ABOUT THE ROLE

The Communications Volunteer helps 3000acres reach more people, produce more content and create better events. They work across reports, online content including social media and other communication channels to keep our community informed and our programs promoted!

This person has an eye for detail and knows what would interest our volunteers and supporters. They ensure that we're speaking with our community regularly, and in a way that keeps people coming back for more.

You'll work closely with 3000acres staff and other volunteers on tasks such as preparing social media posts and quarterly newsletters, and researching community groups with aims similar to our own. From time to time you'll be getting in touch with groups that we might want to work with, so confidence on email and the phone is essential!

### 1.3 KEY VOLUNTEER TASKS

- Prepare social media posts;
- Write and edit our quarterly newsletters;
- Basic research tasks;
- Design and print promotional materials;
- Assist 3000acres staff with report writing;
- Contribute to project planning;
- Contact groups and individuals with opportunities to get involved with 3000acres either via email or phone.

#### **1.4 KEY SELECTION CRITERIA**

- Enthusiasm for urban agriculture and a fair food system;
- Clear written and verbal communication skills - you can write a killer email in no time;
- Excellent organisational skills and the ability to self-manage when things are busy;
- Knowledge of social media - in particular Facebook and Instagram;
- Interest in learning new skills and researching fresh topics carefully;
- Willingness to be flexible and work in a busy, shared office space;
- Commitment to following through on agreements and deadlines.
- Willingness to work with the 3000acres team in Alphington, one day per week.

#### **1.5 HOW TO APPLY**

Applications should be emailed to Morgan Koegel at [morgan@3000acres.org](mailto:morgan@3000acres.org) using the subject line: 3000acres Communications Volunteer application, and must include:

- A 150-500 word description of why you'd like to volunteer with us and how you fit the key selection criteria for this role.
- Your contact email and phone number.