



Fair Wood Marketing Coordinator

Position Description

Responsible to:	Director Business Innovation
Responsible for:	N/A
Location:	CERES Fair Wood, Preston
Grade:	EM4
Hourly rate:	\$36.58
Status:	Fixed term contract - 12 month maternity cover
Hours:	28 hours per week

About CERES

CERES is an environmental education centre, urban farm and social enterprise hub spread across four locations, linked by the Merri and Darebin Creeks on Wurundjeri Country, Melbourne. Our vision is for people to fall in love with the Earth again and to that end, our work spans environmental, social, economic, spiritual and cultural dimensions.

CERES is a social impact powerhouse, turning over \$18M annually, employing 250 staff and operating 18 distinct yet integrated social enterprises. CERES is a dynamic, innovative and resilient organisation which has tripled in size over the past 10 years and is predominantly self-funded through trade.

About CERES Fair Wood

CERES Fair Wood is Social Enterprise not for profit, located in its warehouse showroom in Preston. CERES Fair Wood has a social and environmental mission to connect Australian farm foresters and sawmillers with socially and environmentally conscious consumers. Fair Wood educates the Australian community on sourcing ecologically sustainable and ethical timber from farm foresters, regeneratively managed timber plantations and salvage sawmillers.

We sell to architects, builders, landscapers, furniture makers and DIYers and our Preston warehouse is open 6 days a week to the public. Mon-Fri 9am-4pm and Sat 9am-2pm. Our enterprise is 5 years old and in that time has seen operations expand to include a carpentry and fabrication business.

We are part of a bigger story and follow the CERES values of:

Generosity | Everyone is welcome | We practice what we teach | Our hope is grounded in action | We work with love

Position Purpose

The Marketing Manager will support the marketing operations for CERES Fair Wood based in Preston. This role involves developing and implementing marketing strategies to promote Fair Wood's sustainable products, increasing brand awareness, and driving sales growth. The Marketing Manager will work closely with the other Managers of Fair Wood to align marketing activities with business objectives.



Key Responsibilities

1. Marketing and Sales Support:

- Assist in the development of Fair Wood's marketing plans and strategies to promote Retail and Carpentry products and services.
- Implement marketing plans and social media strategies.
- Develop and produce marketing collateral, including printed promotional materials, sales materials and presentations.
- Assist and support visual merchandising at the Fair Wood showroom/warehouse.

2. Digital Marketing

- Manage the enterprise's online presence including website, ecommerce (Shopify), social media and email marketing.
- Execute digital marketing campaigns to drive online engagement and sales.
- Monitor and report on the performance of digital marketing activities and adjust strategies accordingly.

3. Content Creation:

- Ensure all content aligns with the overall Fair Wood and CERES brand voice and guidelines.
- Write and edit marketing copy for various platforms including blogs, newsletters and social media.
- collaborate with team members to develop engaging and informative content.

4. Event Coordination:

- Assist in the planning and execution of marketing events, trade shows, and exhibitions.
- Coordinate logistics, including booth setup, materials preparation, and promotional activities.
- Report on post-event analysis and outcomes.

5. Public Relations and Communications:

- Build and maintain relationships with media, influencers and industry partners.
- Coordinate PR activities and press releases to promote Fair Wood's initiatives and achievements.

6. Analytics and Reporting:

- Track and analyse marketing performance metrics to measure the effectiveness of campaigns.
- Use data driven insights to optimise marketing strategies and budget allocation.

7. Administrative Tasks:

- Manage marketing databases and ensure accurate and up-to-date information.
- Handle administrative tasks such as scheduling meetings, maintaining marketing calendars, and processing invoices.
- Assist in budget tracking and expense management for marketing activities.



Key Selection Criteria

Essential

1. Demonstrated experience in developing and delivering communication marketing strategies and plans
2. Proven track record of developing and executing successful marketing campaigns
3. Demonstrated experience in creating compelling written and visual content
4. Strong understanding of digital marketing tools and techniques
5. Working knowledge of social platforms Facebook, Instagram, LinkedIn and their scheduling tools
6. Experience in securing earned media opportunities
7. Ability to analyse data and derive actionable insights
8. Excellent communication and interpersonal skills
9. Good planning, organisation and time management skills
10. Passion for sustainability and environmental responsibility

Desirable

11. Some knowledge of the timber industry / agroforestry / forestry realms
12. Some knowledge of general timber use / building / construction / furniture making

Workplace Health, Safety & Wellbeing

CERES is committed to providing a safe working environment, and enhancing the well-being of the CERES community. Staff and volunteers are responsible for each other's safety and wellbeing, including their own. They actively participate in WHS&W consultation processes, comply with safe work instructions or procedures, and identify and report hazards, incidents and 'near misses'.

- Be a role model for safety and security including complying with all safety instructions and training given at the workplace.
- Act in a safe manner at all times and participate with keeping all employees, contractors and volunteers safe whilst on and off the premises.
- Report all incidents, potential hazards and injuries in a timely manner.
- Beware of the risks associated with your team's everyday work and ensure appropriate mitigation measures are applied.

At CERES we seek a workforce that is as diverse as our society – in ethnicity, gender, age, sexuality, disability, culture, and beliefs – and reflects the communities we work in. We believe diversity and inclusion are fundamental to our culture and core values and we demonstrate this commitment through all our employment practices. Our inclusive workplace culture contributes to making CERES a great place to work. We actively encourage people from Aboriginal and Torres Strait Islander backgrounds, people from CALD backgrounds, LGBTIQ+ people, people with a disability, and others to apply.