

# MARKETING OFFICER

Oaktree is an Australian-based youth-led organisation dedicated to empowering young people across the Asia-Pacific region to transform their local communities. We believe in building an equitable, just, and sustainable world by resourcing youth-led initiatives, amplifying diverse youth voices, and shifting perceptions within the international development sector. Today, Oaktree stands at the forefront of youth-led international development. Our youth-to-youth solidarity initiative, the Oaktree Youth Solidarity Fund (OYSF), supports youth-led organisations across the Asia-Pacific region. From promoting digital literacy in Timor-Leste to addressing environmental issues in Indonesia, we're catalysing change through local youth leadership. The OYSF sits at the foundation of the organisation as our core impact program and is a sector leader in decolonised international development. For more information, please see our website.

## ROLE OVERVIEW:

As a Marketing Officer, you will join our Communications and Marketing team and will be responsible for developing marketing content for Oaktree.

- Develop and execute multi-channel marketing, fundraising and advocacy campaigns across email, social media, and website advertising, coordinating all stages in the process including briefing, development, and execution.
- Analyse data from campaigns to monitor success and ensure continuous improvement of marketing materials.
- Work with the wider team to ensure that all content reflects our branding, mission and vision.

## IDEAL CANDIDATE:

- Prior experience in either website development or email marketing software such as Wordpress, Fundraisin, and Campaign Monitor highly desirable, but not essential
- Excellent written, organisational and verbal skills.
- The ability to work both collaboratively but also demonstrates critical innovation and initiative taking.

## WHAT YOU'LL GAIN:

- Develop valuable experience and skills in design, digital marketing and international development.
- Develop an understanding of data, operations, marketing, advocacy and international programming through frequent collaboration with Oaktree's other portfolios.
- Help generate the resources which enable Oaktree's international impact: empowering young people to tackle sustainable development challenges in their own communities.
- Collaborate closely with passionate, impact-oriented and like-minded young people across Australia.

**TIME COMMITMENT:** This is a volunteer position requiring a minimum commitment of 5-10 hours per week, and we expect volunteers to stay on board for a minimum of 12 months.

**Application Deadline:** 28 February 2025

**APPLY AT:** <https://form.typeform.com/to/AD9M4sjz>

**Questions?** Please email [tasha.goonting@theoaktree.org](mailto:tasha.goonting@theoaktree.org)

**Accessibility:** Have any accessibility needs or requirements? Reach out so that we can make any reasonable adjustments that work for you.

We are committed to building a workplace and community that encourages, supports and values diversity. We want to ensure everyone's individuality can thrive because you're at your best when you can be yourself. To find out how we could support you, check out [oaktree.org/diversity](https://oaktree.org/diversity).

**As a youth-led organisation, all applicants must be between the ages of 18-26. Applicants outside this age range will not receive a response.**

*We value will over skill, determination over degrees, and passion over years of experience. So go for it. Put your name forward!*