

Position title:	Ignite Marketing Support Officer	Times:	Flexible to meet the needs of Ignite entrepreneurs
Report to:	Ignite Initiative Coordinator	Location:	Various locations across Sydney

About Settlement Services International (SSI)

Settlement Services International is a leading not-for-profit organisation providing a range of services in the areas of humanitarian settlement, accommodation, asylum seeker assistance, foster care and disability support in NSW.

Our vision is to achieve a society that values the diversity of its people and actively provides support to ensure meaningful social and economic participation and to assist individuals and families reach their potential.

At SSI, we value:

- Social justice - Equity and access for all
- Diversity - Respecting diversity and being non-discriminatory
- Compassion - Caring, empathy and respect for the dignity of others
- Respect - Co-operation and mutual respect

In delivering our services, we value:

- Quality - Dynamic, flexible and responsive service
- Ethics - Professional practices and accountability
- Innovation - Commitment to partnerships and excellence

Purpose:

The Ignite Small Business Start-ups Initiative facilitates small business creation for people from refugee and asylum seeker backgrounds, and people with disability, who want to start their own business or expand an existing one. Ignite entrepreneurs are mentored by a Resource Team, made up of stakeholders from the community including local business owners, finance experts, marketing specialists, universities, members of local councils, community organisations and chambers of commerce.

Ignite Marketing Support Officers support Ignite entrepreneurs to develop a marketing strategy which will become part of their overall business plan. Volunteers also work with Ignite facilitators and entrepreneurs to identify market demographics and develop marketing and promotion tactics to help entrepreneurs grow their business.

Specific duties and responsibilities:

- Work with Ignite facilitators and entrepreneurs to develop a viable and effective marketing strategy based on industry research
- Support entrepreneurs to develop product branding
- Support entrepreneurs with online and social media presence
- Actively support SSI's vision and values
- Work in accordance with SSI policies and procedures
- Follow all reasonable directions provided by the Ignite Initiative Coordinator, or Ignite Facilitator

Skills, Knowledge & Experience:

Mandatory Background Checks:	Working with Children Check <input checked="" type="checkbox"/> Police Clearance <input checked="" type="checkbox"/> Current Resume <input checked="" type="checkbox"/> Reference Check <input checked="" type="checkbox"/>
Essential Experience and Skills	<ul style="list-style-type: none"> • Qualifications and / or experience in the Marketing Sector • Experience in developing strategic marketing plans • High level knowledge of on-line marketing and social media • Experience in graphic design
Desirable Experience	<ul style="list-style-type: none"> • Previous experience working with people from culturally and linguistically diverse (CALD) backgrounds

Benefits:

Reimbursement – volunteers will have access to reimbursement for all preapproved expenses including reasonable travel expenses.

Training – Ignite Marketing Support Officer are provided with both an organisation and a program specific induction. The program specific induction will include:

- The Ignite Model of Facilitation (based on Sirolli Trinity of Management)
- Information on what Ignite is about and what the program provides for entrepreneurs

Volunteers will also be provided with access to SSI's flexible, extensive and innovative training program

Being a member of the SSI Community – you will be kept up-to-date with all of SSI's important news, events and opportunities

Authorisation:

Volunteer Name _____

Volunteer Signature _____ Date _____

Volunteer Program Signature _____ Date _____