



MARKETING COORDINATOR

Centrepoint is looking for a Marketing Coordinator volunteer! The Marketing Coordinator will be a member of the Board.

The primary focus of this role is to enable Centrepoint to grow and maintain its membership.

These will be your objectives:

- Find ways to reach individuals who are Centrepoint's target membership: English speakers who want to develop or extend their social network
- Develop a deep understanding of the needs of Centrepoint's target membership
- Use appropriate channels (e.g., in-person, virtual/social media, written) to ensure that potential members are aware of Centrepoint's role in the community and understand the personal benefits of becoming a member
- Create opportunities for conversations about Centrepoint with potential members
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- Within the Centrepoint organisation, you will:
 - Lead the Public Relations Team
 - Work with the Communications Coordinator to ensure Centrepoint's website and social media are appropriate to meet your objectives
 - Develop and execute a marketing plan

What are the recommended skills?

- Marketing experience
- Strategic, organisational, and planning skills
- Excellent interpersonal skills
- Concise and clear communication skills
- Basic IT skills

Would you like to discover more? Send an email to volunteers@centrepoint.ch and our Volunteers Coordinator will invite you to coffee to discuss the role.