



Communications and Marketing role

At LID Consulting we are passionate about working with great people on great projects to create better, more enjoyable and sustainable places. We are looking for a great communicator who likes to build relationships and is excited to tell our story.

This position description is a marketing role for one day per week working out of our office with nine other passionate people in leafy North Fitzroy, right on the Edinburgh Gardens. Reporting to the Principal and working closely with sustainability consultants, you will be responsible for developing the Communication and Marketing strategy. If you are excited about creating a vision of a more sustainable world and would like to be a part of an established sustainability consultancy this job is for you.

EXPERIENCE AND ATTRIBUTES

MUST HAVES

- Use of graphic programs such as Adobe InDesign (preferred), Illustrator (preferred), Photoshop or equivalent. We don't have any graphics programs on our computers and are looking for someone who is able to bring their own to the office.
- Experience in social media delivery on LinkedIn and Instagram and the social media management tool Hootsuite
- Experience in newsletter distribution and distribution lists e.g. Mailchimp
- Ability to conduct interviews and produce a well written story

NICE TO HAVE:

- Research capability: Ability to identify and lead marketing opportunities
- Website development experience
- Interest to read sustainability-related content with an effort to pick up sustainability language and understand basic sustainable design concepts
- Understanding of Google Analytics and ability to suggest ways to increase website visits

TASKS:

- Develop LID's online presence through platforms such as LinkedIn and Instagram, working to increase our impact and community of supporters through these and other outlets (such as blogs and magazines)
- Preparing and maintaining a pipeline of future marketing activities. Develop ideas
- Writing case studies on LID projects
- Managing delivery of other media marketing material as required.
- Liaise with website developer and assist website development (providing graphical support) and company branding.
- Assist website development (providing graphical support) and company branding.



DELIVERY:

- Deliver impressive graphics and marketing material to capture the attention of our target market contacts.
- Prepare one post a week for our LinkedIn and Instagram accounts with a goal to have posts planned through Hootsuite.
- Twice a month, writing and releasing a one-page case study on a successful LID project. The case study would need to be written up within the day, and appeal to our target audience, architects or town planners.
- Work as identified in our current Marketing Plan or work contributing to an updated Marketing Plan. We welcome ideas to add to or improve our Marketing Plan.
- Updating LID content such as our Capability Statement

Craig Harris - Principal

Low Impact Development (LID) Consulting

20th January 2019



Low Impact Development (LID) Consulting Pty Ltd

W: www.lidconsulting.com.au | www.wastemanagementplan.com.au | www.rvalue.com.au

A: Suite 7 Level 1, 252 St Georges Rd, North Fitzroy 3068

E: info@lidconsulting.com.au | **P:** 03 9016 9486

