



Association Phoenix

Caring for and re-homing animals in need

Guidance Notes – CONSEILLER (IT & Marketing)

Association Phoenix is a French registered charity, exclusively supported by volunteers.

Role Description

- ◆ The Conseiller is a member of the Conseil d'Administration, who will take an active role in the management and policy development of the Association. The Conseil convene for regular meetings, in addition to the Ordinary General Meeting (OGM) to which all members are invited.
- ◆ To raise awareness of the Association at local and national levels and to promote its activities and events through pro-actively obtaining media coverage.
- ◆ To develop and co-ordinate electronic and web-based promotion of the Association with the aims of building membership and increasing income.
- ◆ To recruit and develop a team of volunteers to assist in all aspects of the marketing role as well as in other areas of the Association.

Responsibilities

- ◆ Co-ordinate Phoenix fundraising events, ensuring that appropriate resources are available and offering support to private fundraising events.
- ◆ Manage devolved budgets, ensuring that targets are achieved, and appropriate records maintained.
- ◆ Administer the annual '30 Millions d'Ami's' Grant Aid dossier.
- ◆ Design promotional material, paper based and especially for electronic media.
- ◆ Promote and advertise Phoenix and its events using websites, newsletters, and social media.
- ◆ Develop new fundraising initiatives.

Qualities

- ◆ Commitment to the Association.
- ◆ Previous experience of marketing especially via electronic media would be a bonus,
- ◆ Experience of writing creatively.
- ◆ Team player with excellent communication skills
- ◆ Computer literate with broadband internet connection.
- ◆ Good working knowledge of French.