

## INFORMATION SHEET FOR STUDENT MARKETERS

for Find It Locally & the FundRise Project



Student Marketers are people who would like to exercise their marketing skills by running a 'Local Community Notice Board' service designed to support their local community and initiate a fundraising venture for a local Not-For-Profit (NFP) Organisation or Charity.

Student Marketers are astute and understand this type of service will give them a significant presence within the community and leverage as a 'Community Related Marketing' consultant.

They will be guided and trained by the Find It Locally team. This venture is overseen by FundRise Project Co-Ordinators who are part of a NFP organisation dedicated to supporting other NFP Charities to build their fundraising capacities. Students will be overseen by a NFP administrator of the Charity to ensure ethical knowledge is obtained and performed.

Daily tasks will be to meet with Business Members, Community Organisations, Educators, Clubs, People of the Arts, Government officials and other enterprises found within the community zone and endeavour to support their needs using the 'Find It Locally - Community Notice Board platform and its many services. For each of these engagements there will be a strategy in place to broaden the student's expertise to be able to help and this is offered by the 'Find It Locally - Community Related Marketing' trainers.

The Local Community Notice Boards are designed to :



- Build more informed and connected communities
- Help raise funds & profiles for Not-For-Profit organisations
- Grow Australian businesses, The Arts & other Enterprises

### What you will be doing

Marketing Students join a local NFP organisation as a volunteer then setup and run a Local Community Notice Board service, this will:

- Raise funds for the NFP - from the various Advertising Services the Community Notice Board (CNB) offers
- Promote the needs of the NFP within the community eg. More Volunteers, Blankets, Food, etc.

Students report all activities to the NFP supervisor/administrator so they are well informed with the progress.

Marketing Students offer some free services to all business and other enterprises found within the Community. They also offer paid membership packages and advertising and they inform the community that all CNB advertising funds go direct to the NFP organisation.

Marketing Students are trained and guided by the Find It Locally team of trainers who will ensure that the student is well skilled at operating the Community Notice Board and all its services: Business Directory, Events Page, Online Shopping Centre, Media page and later on the Local Voucher Deals service.

After the initial training Marketing Students will be implementing 52 weekly Marketing Services. They spend 3-4 hours per week setting up and operating the Community Notice Board Services. Each week they attend a 30 minute Find It Locally Zoom Meeting that will instigate a new Marketing Strategy designed to promote targeted groups within the community.

Marketing Students will engage with various marketing platforms including:

- Print Media (Posters, Flyers)
- Social Media (Facebook, Instagram)
- Presentations relating to Community Related Marketing
- Events

and many other Strategic Marketing Techniques or Structures.

As Marketing Students become well known within their community for their work and achievements they can further their own career and operate as a Marketing Consultant for other marketing needs outside of the 'Find It Locally - Community Notice Board's' group of services. Eg. Create Branding and Artwork for Businesses, offer Content Writing, Artwork, Social Media Marketing. Etc.

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**If this is for you then please email Jeanette Jensen [office@finditlocally.com.au](mailto:office@finditlocally.com.au) and let her know :**

What suburb you live in

What local NFP you are interested in work for, if you have their contact details please send them  
- We will contact them

Do you want us to line you up with a NFP found in your local area?

Send me details about yourself

eg. Your Passion, Career Goals, Interests, Main Skills, Any skills you want to enhance on, do you want to establish your own marketing business?, have you got a product you want to sell Australia Wide?

What are you wanting for yourself?

**1500 Community Partners supporting Fundraising & Australia holistically.**

**FUNDRISE**



**Community  
Related  
Marketing  
@ it's best!**