

## Work Placement Position

# WheelEasy: Access Information Marketing Strategist

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WheelEasy is a charity dedicated to improving access to leisure activities for wheelchair users and their companions by providing information about wheelchair-friendly locations and activities. WheelEasy is Australia's leading accessibility-focused travel platform. Designed to empower people of all abilities.

WheelEasy provides a user-friendly platform where individuals can discover, share, and contribute accessibility information for public spaces, travel destinations, and venues. By fostering inclusivity, the platform aims to make exploring Australia easier for everyone, from wheelchair users to families with prams and beyond.

To find out more, visit [wheeleasey.org](http://wheeleasey.org)

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**Subject:**                      **Session 1 (30):** BUS223 (35hrs), BUS385 (70hrs), BUS507 (210hrs)  
**Session 2 (60):** BUS223, BUS385, ITC396 (105hrs), ITC599 (140hrs)

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**Specialisation:**              Marketing, Business

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**Location:**                      Sydney / remote

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**Availability:**                      2 workdays. Flexible timetable (ideally one office meetup on Friday or Monday)

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**Further information:**

- Community Outreach: Develop strategies to engage communities, build relationships with stakeholders, and organise initiatives to boost involvement.
- Market Research: Analyse audience needs and sector trends to refine messaging and outreach strategies.
- Partnership Development: Establish collaborations with like-minded organisations and negotiate mutually beneficial partnerships.
- Social Media Rebranding: Lead social media rebranding efforts, create engaging content, and optimise performance through data-driven insights.
- Strategic Communication: Craft consistent, mission-driven messaging across all platforms.
- Performance Tracking: Set KPIs, monitor progress, and provide actionable recommendations for improvement.

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**How to apply:**                      Email cover letter and résumé to Paula Martin ([paula@wheeleasey.org](mailto:paula@wheeleasey.org))

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**Closing date:**                      Open until filled

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