



Communications and Marketing Officer

Metro Assist (formerly Metro Migrant Resource Centre) is seeking a creative and strategic minded **Communications and Digital Marketing officer** to join our dynamic organisation committed to making positive impact in people's life.

If you are looking for an opportunity to use your well-honed communications and digital media skills to drive better outcomes for communities then, this role is for you.

About us

Metro Assist's vision is to achieve a socially just society that respects individuality, dignity and diversity and provides avenues for all people to fulfil their potential.

We work with individuals, families and communities of diverse backgrounds including migrants and refugees, and support in their efforts to become resilient and empowered through our range of services.

We provide refugee settlement support, employment services, family services, emergency relief, tenancy advice, financial counselling and undertakes community development projects and initiatives. More information about Metro Assist is available on our website www.metroassist.org.au.

About the role

The primary purpose of the Communications and Marketing Officer is to lead the development and execution of Metro Assist's external communication and content strategies.

This is a hands-on role with an opportunity to perform a mix of strategic communications duties and day to day execution of marketing activities with a heavy focus on digital platforms.

Reporting to the Corporate Service Manager, the position closely works with our client facing teams, senior leaders, and the CEO to derive the key Metro Assist's messages and stories behind the organisation's activities, and communicate these externally to various stakeholders including clients and communities, funding agencies, collaborators, and general audience through a range of media channels.

Other key responsibilities include:

- Write copy and create engaging digital content tailored for specific stakeholders for a number of communications channels and formats including social media, website, flyers, EDM, infographics, annual reports, videos, and a range of other assets
- Manage, develop, and grow Metro Assist social communities across a range of social media channels
- Promote the public profile of Metro Assist through proactive media engagement and communications opportunities

A full position description is available on our website <http://www.metroassist.org.au/get-involved/work-with-us.htm>.

The salary is based on the SCHCADS Award. In addition, a generous tax free salary package is available. The successful applicant will also benefit from ongoing support, training and flexible working conditions.

Essential Selection Criteria

- Tertiary qualifications in communications, media, digital media or another related discipline and minimum 3 years of experience in similar roles
- Demonstrated ability to develop and drive communication and content strategy that delivers the business outcomes
- Outstanding writing skills and excellent attention to detail in proofreading and editing
- Demonstrated ability to develop a deep understanding of community and social issues, and ability to distil information from a variety of sources into a compelling message for a range of audiences
- Solid experience in creating engaging and evidence-based content for website, e-newsletters, annual report, social posts, and other digital assets
- Good understanding of creative processes including assessment and optimisation of existing digital assets
- Proficient Adobe creative suite users and capable of using contemporary digital tools.
- Proven experience in managing online communities and knowledge of social media analytics and reporting tools
- Well-developed multi-tasking skills including the ability to set priorities, undertake effective problem solving to reach solutions and work under pressure to meet deadlines

Desirable Selection Criteria

- Prior experience in a not-for-profit organisation
- Experience in media engagement and public relations

Personal attributes we are looking for

- A self-starter who thrives in a fast-paced and ever evolving environments
- An ability to be inquisitive, act creatively and work collaboratively
- A passionate storyteller and a content crafter
- Committed to social inclusion and diversity

HOW TO APPLY

Applications close 1 August 2021 and must be submitted to: recruitment@metroassist.org.au

Your application must address each of the selection criteria and include:

- A cover letter
- Statement against selection criteria
- A current resume including your full name, postal address and contact number
- Two of the most recent work-related referees stating names, positions and contact details

For enquiries regarding this position, please contact Michelle Aldred on (02) 9789 3744 or email: recruitment@metroassist.org.au.

Metro Assist is an Equal Opportunity Employer and is committed to achieving diversity within the workplace. Applications from Aboriginal and Torres Strait Islanders, people from culturally diverse backgrounds and people with disabilities are encouraged.

All offers of employment are subject to a satisfactory National Police Check and provision of a current Working with Children Check.

The successful applicant will be required to provide evidence of appropriate legal rights to work in Australia.