



POSITION DESCRIPTION

Position Title	Communication and Marketing Officer
Employment Status	Part Time Fixed Term (21hrs/week) until 30 June 2022
Industry Award	SCHCADS Award Level 4 to 5 based on qualification and experience
Reporting to	Manager, Corporate Service
Direct Reports	Interns/Volunteers
Area of Work	Communication, Media, and Marketing
Office	Head Office Campsie
Employment Conditions	Position is subject to six (6 month) probationary period, a Working With Children Check and National Police Check

Position Summary

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. The role performs both strategic communications duties and day to day execution of marketing activities with a heavy focus on digital media.

The role is expected to shape organisational external narrative, and building onto that narrative create impactful content, and deliver it to various stakeholders including clients and communities, funding agencies, collaborators, and general audience.

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 it externally through a range of media channels and formats (social media, traditional media, e-newsletters, case studies, annual reports, videos, and a range of other assets).

Key Duties and Responsibilities

Communications and Content Strategy

- Develop communications, media, and content strategies for the Metro Assist, whole of organisation and its various services and initiatives

Content and Digital Asset Management

- Drive Metro Assist content agenda by building key narrative and messages, sourcing stories and evidence, and identifying opportunities and risks.
- Create copy and engaging digital content tailored for specific stakeholders for a number of communications channels including social media, website, flyers, EDM, annual reports, videos, and a range of other assets

Social Media Management

- Manage, develop, and grow Metro Assist social communities across a range of social medial channels

Media Engagement

- Promote the public profile of Metro Assist through proactive media communications opportunities including press calls for events, radio or TV interviews and onsite filming where appropriate
- Facilitate media engagement, and mentor and support the internal storytellers in communicating Metro Assist's messages in line with the organisational values and desired tone of voice

Brand Management

- Ensure external facing channels and brand representation is up to date, consistent and working optimally
- Increase Metro Assist brand awareness through innovative digital and other media activities

Continuous Improvement

- Keep abreast of emerging trends, best practice and development in Not-for-profit communication, marketing, and relevant technologies, and recommend and implement improvements

Workplace Relations and Culture

- Develop and maintain positive and productive relationships with external suppliers, Metro Assist partners, media, and internal team/s
- Act in alignment with organisational values and contribute to a positive organisational culture by working cohesively with different teams

Decision Making Authority

You are responsible for fulfilling your duties within the framework of legislative requirements and Metro Assist Limited's policies and procedures. Issues are usually resolved without reference to your immediate supervisor but matters that arise which are outside the policy framework or matters which may potentially escalate to the detriment of Metro Assist Limited should be reported to your immediate supervisor.

Endorsed by CEO June2021

Employee Acknowledgement

I acknowledge the following:

- I have read and discussed this position description with my manager; and
- I understand the position objectives, key tasks, responsibilities and performance standards.

Employee Name: _____

Employee Signature: _____

Date: _____