



## Communications and Marketing Officer

- **Part time role 28 hrs p/wk**
- **Competitive Salary Range (\$81k to \$90k per annum pro-rata)**
- **Generous salary packaging options plus meal and entertainment benefits (\$5k extra take-home pay per annum)**
- **Hybrid working arrangements available**

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

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 fair society that respects individuality, dignity and diversity and provides avenues for all people to fulfil their potential. We work with individuals, families and communities from diverse backgrounds including migrants and refugees, and support them in their efforts to become resilient and empowered through our range of services.

We provide migrant and refugee settlement support, employment services, family services, emergency relief, tenancy advice, financial counselling and community development projects and initiatives. More information about Metro Assist is available on our website [www.metroassist.org.au](http://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 marketing strategies and plan aligned with organisational strategic goals. The role performs both strategic communications duties and day to day execution of marketing activities with a heavy focus on digital media.

Reporting to the Operations & Compliance Manager, the role is expected to shape effective organisational key messaging and stories in consultation with the CEO, senior leaders and client facing teams, create impactful content and communicate it to various stakeholders including clients and communities, funding agencies, collaborators, and general audience through a range of media channels and formats which include social media, e-newsletters, media release, case studies, annual reports, videos, and a range of other assets.

Other key responsibilities include:

- Enhance Metro Assist's brand image through consistent and robust marketing campaigns.
- Build Metro Assist's content ecosystem by coordinated content creation and storytelling.
- 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's social communities across a range of social medial 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, flexible working conditions, and access to our Employee Assistance Program.**

### Essential Selection Criteria

- Tertiary qualifications in communications, journalism, 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 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 targeted content for website, e-newsletters, annual reports, social posts, and other digital assets.
- Solid understanding of the creative processes including assessment and optimisation of existing digital assets.
- Proficient in 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 8 May 2023** and must be submitted to: [recruitment@metroassist.org.au](mailto: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](mailto:recruitment@metroassist.org.au).

**Please note that only shortlisted applicants will be contacted. Previous applicants need not apply.**

***Metro Assist is an Equal Opportunity Employer and supports an inclusive approach in the workplace. We celebrate our diversity and welcome applications from all cultures, ages, religions, genders, LGBTQIA+ people, Aboriginal and Torres Strait Islander peoples, and people with disabilities.***

***All offers of employment are subject to an “up-to-date” Covid-19 vaccination status, 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.***