



metro assist

POSITION DESCRIPTION

Position Title	Communication and Marketing Officer
Employment Status	Part Time Fixed Term (28hrs/week)
Industry Award	SCHCADS Award commensurate with qualification and experience
Reporting to	Manager, Operations & Compliance
Direct Reports	Interns/Volunteers
Area of Work	Communication, Media, and Marketing
Office	Head Office Campsie
Employment Conditions	Position is subject to a satisfactory Working With Children Check, National Police Check, and an “up to date” Covid-19 vaccination status

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 marketing strategies and plan in line 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.

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.

Key Duties and Responsibilities

Communications and Marketing Strategy and Plan

- Lead the development and execution of the Communications and Marketing plan, media, and content strategies of Metro Assist, the entire organisation and its various services.

Brand image

- Enhance Metro Assist’s brand image through consistent and robust marketing campaigns through digital and traditional media targeting various stakeholders e.g., local communities, policy makers, collaborating agencies, government bodies, corporate donors etc.
- Facilitate media engagement including press calls for events, radio or TV interviews and onsite filming, and mentor and support the internal storytellers in communicating Metro Assist’s messages in line with the organisational values and desired tone of voice.
- Contribute to government relations and other stakeholders’ relations activities.

Content and Digital Asset Management

- Build Metro Assist’s content ecosystem and coordinated messaging and storytelling.
- Research and create copy and engaging digital content tailored for specific stakeholders for a number of communications channels.

- Develop key communication assets (Annual report, web content, client stories. social media posts, program and event flyers and marketing material) tailored to specific stakeholders need.

Social Media Management

- Manage, develop, track performance and grow Metro Assist’s social communities across a range of social media channels.

Continuous Improvement

- Keep abreast of emerging trends, best practice and development in Not-For-Profit sector communication and marketing and recommend and implement improvements.
- Ensure external facing digital media channels are up to date, consistent and working optimally.

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 March 2023*

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: _____