



metro assist

POSITION DESCRIPTION

Position Title	Marketing Officer
Employment Status	Part Time Fixed Term (21hrs/week) until 30 June 2020
Industry Award	SCHCADS Award Level 4 to 5 based on qualification and experience
Reporting to	Manager - Corporate Service
Direct reports	Casual Marketing Support
Area of work	Marketing and Communication
Office location	Head Office Campsie
Employment Conditions	Position is subject to a Working With Children Check and National Police Check

Position Summary

The position oversees marketing and communication at Metro Assist and executes marketing activities with a focus on building brand awareness and digital communication. This role contributes to the development and implementation of marketing strategies to achieve organisational goals in relation to promoting services to clients, and building a positive organisational profile in the public domain.

The Marketing Officer undertakes marketing responsibilities under the guidance and supervision of the Corporate Service Manager. In fulfilling the duties, the role is required to liaise extensively with teams across the organisation, and external stakeholders including suppliers, clients and media.

Key duties and responsibilities

Planning and execution

- Implement marketing strategies to further Metro Assist objectives and mission
- Develop and implement marketing and communications activities in line with marketing strategies

Brand management

- Oversee Metro Assist brand management, and ensure consistent application of brand messaging across the organisation
- Create and maintain sub-branding for specific projects and community campaigns. Some examples of such projects are the Pratto project, SkillME and Dress for Work

Production of marketing and communication materials

- Design and coordinate in-house and outsourced production of high quality promotional collaterals including annual report, brochures, flyers, posters, banners etc. as required

Content management

- Develop content strategy and high quality content targeting specific audience for various media (e.g. Annual Report, e-Newsletter, social media posts, media release, video posts) to support ongoing marketing activities and specific marketing campaigns
- Carry out photography and videography and perform basic editing
- Oversee overhaul of Metro Assist website and regularly update the content utilising in-built CSM and basic HTML
- Review and analyse website performance using google analytics
- Create bi-monthly e-Newsletter and one-off e-update EDM using Mailchimp

Social media engagement

- Create engaging and responsive content (text, graphic and video content) for the Metro Assist's social media platforms (Facebook, LinkedIn and youtube channel) to achieve the organisation marketing goals
- Track and monitor social media engagement and performance
- Facilitate subscriber list growth and management

Continuous improvement

- Recommend and implement improvements on Not For Profit marketing and digital communications best practice
- Keep abreast of Not for Profit marketing, digital content and social media trends and issues, best practice processes and emerging technologies

Managing workplace communications

- Develop and maintain positive and productive relationships with external suppliers, media and internal team/s
- Contributing to a positive organisational culture through information flow and communicating key changes

Key challenges

- Keeping up to date with emerging trends in technology and digital/social media
- Sourcing content from a wide variety of sources within prescribed timeframes to meet deadlines.
- Developing and maintaining effective working relationships with internal and external customers.

Organisational requirements/personal attributes

- Committed to the vision and mission of Metro Assist - Acts in accordance with the Values and code of conduct of the organisation
 - Works with passion and creativity
 - Ability to show initiative
 - Ability to solve problems and respond to situations as they arise - Have strong organisational and time management skills
 - Exceptional attention to detail
 - Understands and works in alignment with organisational policies
 - Participates in professional development including self-directed learning and structured training
 - Communicates effectively and openly in the diverse workplace and fosters positive workplace culture
 - Engages in self-care strategies
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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 September 2019

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: _____