



## Position Description

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| <b>Job Title:</b>    | Marketing and Communications Assistant                               |
| <b>Reporting to:</b> | Marketing and Communications Manager                                 |
| <b>Location:</b>     | Level 1, Quad 3. 102 Bennelong Parkway, Sydney Olympic Park NSW 2127 |

### Purpose of the Position

This role performs a variety of administrative and general operational duties in support of communications and marketing campaigns and programs within the Communications and Marketing Department. Reporting to the Communications and Marketing Manager, the position is responsible for supporting the Communications and Marketing Manager, administering marketing campaigns, writing and reviewing copy and web content, coordinating promotions activities, liaising with internal staff and Members, reporting on project performance surrounding communication and marketing efforts.

### Responsibilities & Duties

Assist the Communications and Marketing Manager in the following Key Responsibility Areas

#### Key Responsibility Area 1: Media Liaison and Communications

- Support the Communications and Marketing Manager with the implementation of media strategies and management of communication channels including web (internet and intranet), social media and email;
- Assist the Communications and Marketing Manager to keep abreast of media issues/coverage that has the potential to impact on the Association;
- Act as an interface to effectively handle general enquiries relating to communication and marketing matters and network with volunteers for the effective implementation of State communications strategies;

#### Key Responsibility Area 2: Publications Print and Virtual

- Assist the Communications and Marketing Department in the production of timely and high quality publications that reflect and enhance the Association's image, including e-Bulletins and the Scouts NSW Annual Review;

#### Key Responsibility Area 3: Administration

- Provide general support to the Communications and Marketing Manager and communications staff including logistical support and assistance;
- Undertake administrative tasks for the Communications and Marketing Department;

- Provide assistance with projects for the Association including the Community Building Partnership grants;

#### Key Responsibility Area 4: Marketing and Promotion

- Assist the Communications and Marketing Manager with the production and management of resources and materials to market and promote Scouting at the local level;
- Coordinate and effectively implement promotional activities at State and regional level including shopping centre promotions, community and major events as required;

#### Required Academic Qualifications

| Essential   | Desirable |
|---|-----------|
| Relevant tertiary qualifications in communications, marketing, and/or public relations or a minimum 1 year experience in the field. |           |

#### Required Work Experience & Skills

| Essential  | Desirable                                       |
|--|---|
| Experience or competence in copywriting and editing written materials;                       | Photography skills using Digital SLR equipment. |
| Ability to provide high quality administrative support and assistance to team members;       |   |
| Demonstrated computer skills, including experience using Microsoft Office and WordPress CMS; |   |
| A valid NSW Employee Working With Children Check   |   |

#### Core Competencies Required

| Essential  |
|--|
| Strong oral and written communications skills and the ability to interact professionally with the media, other organisations and the public  |
| Strong interpersonal skills and outgoing personality   |
| Strong organisational skills, a demonstrated ability to prioritise tasks and work under pressure   |
| Thorough, with excellent attention to detail   |
| Ability to exercise high levels of autonomy, while at the same time working effectively in a team based environment that is outcomes focused |

## Key Performance Indicators

|   |  |
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| Project Completion                        | Complete tasks to a high standard and within a designated timeframe                                  |
| Communications                            | Liaise with external and internal stakeholders with professionalism and efficiency                   |
| Support Communications and Marketing Team | Provide timely and efficient logistical support to the Communications and Marketing Team as required |

## Acknowledgement

Employee Name \_\_\_\_\_

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

Manager Name \_\_\_\_\_

Manager Signature \_\_\_\_\_ Date \_\_\_\_\_

Performance review period: Annually

## Approval

This Position Description is approved.

CEO Signature: \_\_\_\_\_ Date: \_\_\_\_\_