

POSITION DESCRIPTION

Position Title: Communications and Marketing Specialist
Location: Gold Coast
Employer: Bravehearts
Terms: Social, Community, Home Care and Disability Services Industry
Award 2010 Level: 2



Reports to:

Our Vision

To make Australia the safest place in the world to raise a child.

Mission Statement

Our Mission is to prevent child sexual assault in our society.

Guiding Principles

Our Guiding Principles are to, at all times, do all things to serve our Mission without fear or favour and without compromise and to continually ensure that the best interests and protection of the child are placed before all other considerations.

PURPOSE OF POSITION:

The key purpose of the Marketing Assistant role is to support the activities of the Marketing Department in promoting Bravehearts to the community through marketing campaigns related to fundraising appeals, events, community awareness, products and services and donor communications. Additionally, this role works under the guidance of the Marketing Manager to assist with the management and protection of the Bravehearts' brand, as well as community engagement with the Bravehearts' brand across all promotional platforms including print collateral, branded merchandise, digital and social media and print advertising.

Working under the direction of the Marketing Manager, you will help to ensure the Bravehearts brand is optimised and protected, and all communications – both internal and external - are aligned to our organisational strategic direction. General administrative functions that support the Bravehearts Community Engagement Department will also be a part of this role.

The Marketing Assistant will have a primary working relationship with the Marketing Manager, with strong working relationships within the Community Engagement Department.

Term of Appointment:

Permanent Full time

PRIMARY DUTIES AND RESPONSIBILITIES:

Reporting Relationships

The role reports to the Marketing Manager.

Key Areas of Responsibility

Campaigns

- Carry out designated tasks and activities as directed by the Marketing Manager for fundraising appeals, annual events, brand awareness campaigns, special projects etc. These tasks and activities may include but are not limited to;
 - Assist Marketing Manager to maximise campaign success via a variety of promotional channels;
 - Write press releases as directed;
 - Production of draft written and visual content specific to the campaign or event for use on Bravehearts' social media platforms, websites and newsletters for approval by Marketing Manager;
 - Contacting suppliers and printers to obtain quotes and make enquires;

- Liaising with stakeholders and internal Bravehearts' departments to source information on behalf of Marketing Manager;
- Meet set deadlines for the completion of tasks pertaining to campaign plans;
- Assist with direct marketing campaigns and activities relating to donor acquisition and retention, (i.e. Email Direct Marketing (EDMs), Direct Mail, etc.) as directed

Social Media

- Work to increase and maintain audience engagement across Bravehearts' social media channels by assisting with day-to-day social media posting, commenting and moderating under direction of the Marketing Manager;
- Produce written and visual content for Bravehearts' social media platforms, under the guidance of and as directed by Marketing Manager;

Website

- Assist with website content and updates under the direction of Marketing Manager;
 - Help with website maintenance, including content updates and resolving simple issues (such as broken links) when required;
 - Upload specific content provided by Marketing Manager to website as required (such as forms, news posts, product shots and descriptions, profiles etc.);
 - Assist with sorting and prioritising incoming and completed website tasks that come via task log.

Graphic design and branding

- Work to ensure Bravehearts marketing materials and communications are uniform and professional at all times;
- Design Bravehearts printed and digital collateral, under the instruction of Marketing Manager, including but not limited to; invitations, EDMs, event flyers, social media assets (i.e. cover images, website banners etc.);
- Make updates as required and directed, to Bravehearts marketing collateral and promotional materials (such as brochures, business cards, display banners etc.).

Branded collateral and merchandise

- Assist with order process for branded stationary, merchandise, marketing collateral and promotional resources (ie banners and displays), including sourcing quotes from new and existing suppliers and printers;
- Help manage stock levels of marketing collateral, branded stationary and merchandise, including keeping records of incoming and outgoing stock and notifying Marketing Manager when stock is low and in need of re-ordering;
- Help track of the use of Bravehearts promotional resources, maintaining a loans register of incoming and outgoing banners and displays and organising the fixing or disposal of broken and/or outdated resources.

Communications

- Assist Marketing Manager with collating and distributing internal and external communications (e.g. staff newsletter, supporter newsletter, donor EDMs);

Other

- Other special project tasks as assigned by the Marketing Manager;
- All general administration tasks associated with the role including: telephone and email communication; assistance with updating database etc.
- Work as a team to maintain an effective, harmonious office.
- Attendance at Bravehearts functions and external functions (as required) acting as a representative of Bravehearts;
- Take part in Annual Planning and Support Sessions;
- Partake in self-care activities; and
- Work as part of a team to attain Bravehearts Mission.

Personal Specifications:

Qualifications/Experience:

- Tertiary Qualifications in Marketing and Public Relations/Communications/Graphic Design;
- Some experience in a similar marketing assistant role/internship would be desirable;
- Some experience in the not for profit sector (either paid or volunteer) would be desirable;

Personal Qualities:

- Respect for privacy and confidentiality
- The appointee needs to possess personal qualities of integrity, sound judgement, empathy, and respect for individuals.
- High levels of verbal and written communication, as well as well-defined negotiation and mediation skills are essential.
- The capacity to work enthusiastically within the parameters of the Bravehearts mission and philosophy and to its vision for an optimum contribution to the lives of children and young people who have experienced sexual assault, their non-offending family members and primary caregivers.
- Principles of social justice will underpin the appointee's practice.
- Must have or be willing to apply for a CCYP Working with Children Check (Blue Card) and National Police Certificate.
- Candidates must possess a drivers licence.

Skills and Abilities:

- High level of Social Media skills and knowledge is essential;
- Sound ability to use Adobe Creative Suite (specifically Photoshop and InDesign) is essential;
- Ability to write well with correct grammar and creative flair is essential;
- Sound ability in the use of Microsoft Office (specially Word and PowerPoint) and fast typing skills is essential;
- Sound ability to use website content management systems is preferable;
- A sound understanding of the effects of child sexual assault on the individual, family, interpersonal, and societal level;
- A strong creative inclination;
- Excellent written and verbal communication;
- Ability to work well within a team environment;
- Exceptional organisational and time management skills.

I, _____ acknowledge that I have no past or pending convictions or allegations in relation to harming a child or acting inappropriately toward them nor have I ever deliberately harmed a child or acted inappropriately toward them. I have read, agree and understand my position description. I declare that there is no medical or other condition which would stop me from undertaking the duties listed.

Signed: _____

Date: _____