



Marketing Assistant

A. POSITION SUMMARY

Position Title:	Marketing Assistant (Part time)
Team:	Marketing
Reporting to:	Marketing and Partnership Manager
Reports:	Nil
Status:	Part Time
Location:	44-46 Mandarin Street, Fairfield East
Salary	SCHACDS Award Level 3.3 Lvl 4.3 \$34.91 (32 hours per fortnight)

B PROGRAM OVERVIEW

WA is a medium sized, community-based agency with major programs in Disability, Mental Health, Family and Youth Support, Community Development and Early Childhood Education and Care.

Our head office is based in Fairfield and we work across surrounding local government areas. Communities in this area are ethnically diverse, have low income levels and high levels of disadvantage. In line with its strategic directions the agency has doubled its size in the last five years, expanded its geographical coverage and moved into significant new program areas.

WA's work has always been underpinned by a strong commitment to social justice. Staff engagement is high, and we have a strong emphasis on quality assurance and adapting to need. The organisation has a reputation for customer focused, high quality services.

C JOB PURPOSE

Reporting to the Marketing and Partnership Manager, this role is responsible for assisting with the implementation of Woodville Alliance strategic marketing plan and business service marketing plans. The role includes supporting the Manager in the execution of strategy, market research, competitor analysis, creating content and assisting in corporate and service marketing campaigns including social media for our organisation.

Key responsibilities:

- Assist with the implementation of marketing activities to effectively raise awareness and promote Woodville Alliance service

- Assist with the coordination of relationship and event management
- Contribute to the development of content and marketing materials for various marketing channels such as social media and the WA website.
- Assist in peer marketing strategies which will support our clients to recommend our organisation to others.
- Ensuring that appropriate branding and marketing guidelines are applied consistently.

D RELATIONSHIPS

In order to ensure best practice and quality service delivery is provided within the allocated funding this position must have well developed networks and relationships within the sector. These include but are not limited to:

- Marketing and Partnership Manager
- Senior Leadership Team
- WA Program Staff
- WA Service Manager and Case Managers
- WA Corporate Services and HR Staff
- Disability service providers, NGO's and private organisations within South West Sydney
- Disability Peak Bodies
- Generic service providers
- Relevant Health Professionals
- DET officers and school principles

E JOB REQUIREMENTS

Key Result Area 1	Support the activities of the Marketing and Partnership Manager
<p style="text-align: center;">KEY TASKS</p> <ol style="list-style-type: none"> 1. Assist with graphic design as well as implementation and evaluation of marketing activities to promote the work and raise the profile of Woodville Alliance. 2. Assist with the coordination of key relationships and marketing events. 3. Support the Marketing and Partnership Manager with the development of content and marketing materials for various marketing channels, such as WA's website and social media portals. 4. Assist with the coordination of peer marketing strategies which will support our clients to recommend WA to the community. 5. Assist to ensure consistent application of branding and marketing guidelines within corporate guidelines. 6. Responsible for developing content and production (video, photography for digital and print) for the following medians but not limited to: Facebook, website and other medians as agreed. 	

Key Performance Indicators - for the tasks

1. Marketing activities contribute to an overall increase in client numbers and awareness of WA service offerings.
2. Establishment of effective and positive relationships with key stakeholders, including schools and transition teachers.
3. Contribution to the successful running of and attendance to events.
4. Online and offline content is of a high quality, and consistent with the mission, vision and values of Woodville Alliance.
5. Digital capacity is enhanced (website, social media).
6. Work in partnership with our clients and staff to develop and market client stories.
7. Assist to ensure all marketing and NDIS collateral is consistent with the WA brand.

Key Result Area 2	Operational Support
KEY TASKS	
<ol style="list-style-type: none">1. Assist the Marketing and Partnership Manager with the collation of data to develop marketing analytics.2. Assist the Marketing and Partnership Manager on key projects or tasks to meet the WA Marketing strategy3. Provide support with the implementation of corporate branding.4. Assist with the development of market research.5. Coordinate the required stock of brand collateral for Woodville Alliance	
Key Performance Indicators- for the tasks	
<ol style="list-style-type: none">1. Attention to detail, ensuring all data is accurate such as: current and future customer data, competitor data and as required.2. All Marketing activity is delivered timely in accordance to the managers and organisational requirements.3. All Marketing activities and publications are consistent with corporate brand and style guidelines.4. Ensuring that all market research is conducted and evaluated effectively.5. Quotes obtained as per purchasing policy. Purchasing is made in accordance to the marketing budget.	

Key Result Area 3	Stakeholder Management
KEY TASKS	
<ol style="list-style-type: none">1. Assist in building effective relationships and partnerships with a range of key stakeholders.2. Work with WA Support staff and managers to effectively engage with Woodville participants and their families/carers/guardians.	
Key Performance Indicators- for the tasks	
<ol style="list-style-type: none">1. Satisfactory relationships and partnerships are reported by stakeholders via surveys.	

2. Develop effective relationship with WA staff and Management to ensure networks are maintained and expanded to reflect the needs of participants and WA.

Key Result Area 4	Adherence to Company Policies and Procedures
Performance Indicators	
<ol style="list-style-type: none"> 1. Adhere to and demonstrate commitment to company HR policies and procedures as varied or created by WA from time to time. 2. Adhere to and demonstrate commitment to company WHS policies risk management framework and safe working practices as dictated and are varied or created by WA from time to time. 3. Adhere to working conditions as indicated in employment contract. 4. Demonstrate adherence and commitment to meeting all key result areas of position description. 5. Adhere to all relevant employment legislation as contained in state and federal legislation inclusive of WHS Act 2011 and its regulations. 6. Ensure all activities comply with WA & funding bodies' policy and relevant legislative and regulatory requirements ensuring no non-conformance reports. 	

F. RECRUITMENT INFORMATION

(The essential knowledge, experience, skills and personal attributes required for the position)

COMPETENCY AND SELECTION CRITERIA REQUIREMENTS	
1	Relevant Tertiary qualification in Marketing or related field (Diploma and above) as well as minimum of 2-3 years experience
2	Demonstrated experience in content production for online and offline marketing
3	Demonstrated experience or ability to coordinate marketing activities and events.
4	Highly developed writing skills with the ability to produce quality content and contribute to the research and collation of information for media releases, annual reports, briefing documents, newsletters and publications.
5	Ability to create content and design using the Adobe suite, particularly InDesign, and Facebook Experience with Video Editing software and content management systems e.g. Wordpress
6	Some knowledge of the National Disability Insurance Scheme is desirable.
7	Excellent time management and organisational skills.
8	Excellent verbal and interpersonal communication skills, with strong relationship building skills.
9	Able to demonstrate initiative and a high level of motivation.
10	A current NSW Driver's Licence and verified National Police Check

G. OTHER REQUIREMENTS

- All working hours correlate with the same hours of the Manager.
- To actively model and promote WA Mission, Vision and Values.
- To work within the framework of access and equity, ethical work practice and EEO.
- A demonstrated commitment to the principles of quality assurance and continuous improvement.
- You may need to perform other reasonable duties which are not listed in this position description from time to time to meet our business and operational needs.
- You may be required to travel with notice to fulfil your duties.
- To promote a person centred culture of choice, inclusion and empowerment.

Approval

Managers Name	Managers Signature and Date
Employee Name	Employee Signature and Date
GM Human Resources Name Veronique Besnard	GM Human Resources Signature and Date