

## POSITION DESCRIPTION

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                   |                               |                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------|
| <b>POSITION TITLE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Marketing &amp; Communications Assistant</b>                                                                                                                                                                                                                                                                   |                               |                            |
| <b>POSITION OVERVIEW</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Provide assistance and support to the Marketing & Communications Team leader in executing day-to-day marketing and communications activities, especially on social media content/scheduling, writing articles and newsletters, as well as onsite events attendance/setup and photography/videography as required. |                               |                            |
| <b>CLASSIFICATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | WCS Level 4                                                                                                                                                                                                                                                                                                       | <b>SERVICE AREA</b>           | Marketing & Communications |
| <b>EMPLOYMENT TYPE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <input checked="" type="checkbox"/> <b>PERMANENT</b> <input type="checkbox"/> <b>FIXED TERM</b> <input type="checkbox"/> <b>CASUAL</b>                                                                                                                                                                            |                               |                            |
| <b>EMPLOYMENT STATUS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <input type="checkbox"/> Full time <input checked="" type="checkbox"/> Part time <input type="checkbox"/> Casual                                                                                                                                                                                                  | <b>HOURS PER WEEK</b>         | 24 hours                   |
| <b>LOCATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Callam Offices                                                                                                                                                                                                                                                                                                    |                               |                            |
| <b>IMMEDIATE MANAGER</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Marketing & Communications Team Leader                                                                                                                                                                                                                                                                            |                               |                            |
| <b>INDUSTRIAL AGREEMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Woden Community Service Inc – Caring for our People, Building our Capability to Serve, - Enterprise Agreement 2021-2023                                                                                                                                                                                           |                               |                            |
| <b>REPORTING RELATIONSHIPS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                   |                               |                            |
| <b>NO OF DIRECT REPORTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 0                                                                                                                                                                                                                                                                                                                 | <b>NO OF INDIRECT REPORTS</b> | 0                          |
| <b>KEY RELATIONSHIPS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                   |                               |                            |
| <b>INTERNAL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Marketing Team and Freelance Multimedia/Graphic Designer; All of WCS service areas                                                                                                                                                                                                                                |                               |                            |
| <b>EXTERNAL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Community events organisers, printers and vendors, website developers and designers                                                                                                                                                                                                                               |                               |                            |
| <b>KEY ACCOUNTABILITIES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                   |                               |                            |
| <ul style="list-style-type: none"> <li>▪ Assist the Marketing &amp; Communications Team Leader in executing day-to-day marketing, communications, media, and onsite activities.</li> <li>▪ Handle digital marketing scope including regular website updates, drafting e-newsletters and other communications materials.</li> <li>▪ Gather, create and schedule relevant and engaging content for all social media platforms based on calendar.</li> <li>▪ Create and maintain a social media content and scheduling calendar.</li> <li>▪ Design and create various collaterals and short form videos using Canva and/or Adobe creative suite while maintaining WCS's branding standard.</li> <li>▪ Assist in organising and setting up onsite events as well as take photos, film short videos, and gather stories and information to support content production when required.</li> <li>▪ Assist in managing WCS's suite of communications, including (but not limited to) internal and external newsletters, Intranet, website, and other marketing collaterals.</li> <li>▪ Handle day-to-day marketing administrative tasks such as distribution of daily media alerts, photo tagging and storage, uploading of invoices, and liaising with external stakeholders for marketing collateral requests.</li> </ul> |                                                                                                                                                                                                                                                                                                                   |                               |                            |

- Assist in collating results from multiple sources against key metrics and compile monthly and quarterly reports to identify trends and help to improve marketing performance.
- Coordinate with freelance Multimedia & Graphic Designer, interns, and volunteers in terms of developing marketing collaterals, special projects and deliverables within the agreed timeline.
- Assist in establishing and maintaining fruitful relationships with key stakeholders – colleagues, clients, journalists and external providers such as web developers, designers, and printers.
- Maintain confidentiality and privacy standards.
- Regularly evaluate personal performance and actively seek opportunities to develop professionally and personally. Engage in the ongoing improvement of own knowledge and skills through training and reflective practice.
- Actively participate in staff/team meetings, organisational activities and various community events.
- Contribute as an effective team member by sharing information, supporting and assisting colleagues in a proactive manner to meet organisational goals and timeframes.
- Perform other duties as directed by Marketing and Communications Team Leader.
- Ensure your safety, the safety of the community, service users and your colleagues by following the WCS Work Health and Safety Policy and Procedures at all times.
- Foster a culture where everyone is valued, respected and recognised by applying workplace diversity and equity principles.
- Apply National Principles for Child Safe Organisations, as applicable for the role.

### EXPERIENCE & QUALIFICATIONS

|                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Essential</b> | <ul style="list-style-type: none"> <li>• Tertiary qualifications in marketing, communications, media, events or relevant industry experience, and/or related experience in writing and editing projects (portfolio of relevant previous projects highly preferred).</li> <li>• Exceptional verbal and written English communication skills, with ability to write clear and accurate copy, plus excellent interpersonal and customer service skills.</li> <li>• Sound organisational and time management skills, and high attention to detail.</li> <li>• Experience with social media management platform (i.e. Sprout Social, Hootsuite or similar) and graphic design tools (i.e. Canva, Adobe Creative Cloud or similar).</li> <li>• Demonstrated experience in organising and setting up onsite events.</li> <li>• Ability to work independently and work effectively and collaboratively within a team.</li> <li>• Ability to exercise judgement and discretion in handling sensitive and confidential enquiries and information.</li> <li>• Demonstrated understanding of professional boundaries, privacy and confidentiality.</li> </ul> |
| <b>Desirable</b> | <ul style="list-style-type: none"> <li>• Experience with WordPress or similar content management system</li> <li>• Sound knowledge in MailChimp or similar EDM platforms</li> <li>• Basic knowledge on Google Analytics and Google Business</li> <li>• Experience with photography and videography</li> <li>• Proficiency in graphic design</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Other</b>     | <ul style="list-style-type: none"> <li>• Ability to work outside normal business hours if required.</li> <li>• Demonstrate at all times commitment to WCS' Purpose and Values, and follow the WCS Code of Conduct.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

|  |                                                                                                                                                                                           |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>Ongoing employment is subject to a satisfactory Police check and maintaining a current ACT Working with Vulnerable People registration.</li> </ul> |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                         |                             |                                  |                    |
|-------------------------|-----------------------------|----------------------------------|--------------------|
| <b>Document History</b> | <b>Original:</b> March 2023 | <b>Revised:</b> 19 December 2023 | <b>Version:</b> V3 |
| <b>Employee's name</b>  |                             | <b>Signature</b>                 |                    |
|                         |                             |                                  | <b>DATE</b>        |