

Marketing and Communications Assistant

The Marketing and Communications Assistant is responsible for supporting the marketing and communications projects, campaigns and activity through providing administrative and project support and liaising with key internal and external stakeholders. Under the direction of the Marketing and Communications Officer, will support the implementation of the Strategic Engagement organisational plan to raise awareness of Carers SA and the Carer Gateway.

Key Relationships

Internal: Marketing and Communications Officer (line manager), Executive Manager Strategic Engagement, Strategic Engagement team

External: Media and marketing agencies, suppliers, event organisers, key agency stakeholders, unpaid carers.

Statement of Commitment

Carers SA believe that all vulnerable adults, and children and young people, have the right to be safe and feel safe and recognizes that this is everyone’s responsibility. Carer SA has a zero tolerance of harm or risk of harm against children and young people.

Carers SA is committed to the cultural safety of Aboriginal and Torres Strait Islander community, child and young people, the cultural safety of child and young people from culturally and / or linguistically diverse backgrounds and to providing a safe environment for vulnerable adults, children and young people with a disability.

Carers SA is committed to the National Principles for Child Safe Organisations.

Performance Indicators

S.no	Performance indicator	Measurement of performance indicator	Assessment period
1	Project support and coordination	Provide administrative and project support for allocated marketing and communications activities and campaigns; As delegated by the Marketing and Communications Officer, undertake and effectively complete key activities and tasks in the annual Stakeholder Engagement Plan including provision of reporting against deliverables as required; Coordinate the Carer Newsletter process with internal and external stakeholders, meeting key deadlines; Support and contribute to the design and delivery of Carers SA collateral including effective communication and coordination internally and externally with key stakeholders including contracted service providers.	12 months

S.no	Performance indicator	Measurement of performance indicator	Assessment period
2	Monitoring and analysis	Monitor and analyse SEO activity, providing reports as required; Identify opportunities for improvement with online engagement and activity.	12 months
3	Website support	In conjunction with Marketing and Communications Officer, efficiently and effectively liaise with external stakeholders on website enhancements and developments; Review and identify website improvements; Update website as required with up to date information where appropriate.	12 months
4	Social media	Maintain timely, accurate and efficient reports on marketing and communications activity, including contribution to funding body and other reporting requirements; Review and update social media platforms as required; Monitor and respond professionally, appropriately and promptly to social media engagement; Provide content and posts for Carers SA social media platforms adhering to the Style Guide.	12 months
5	Media	Support the preparation of media releases as required; Professionally and effectively liaise and coordinate and connect with media as required in conjunction with the Marketing and Communications Officer.	12 months
6	Event management	Effectively coordinate, and support the implementation of effective and professional events aiming to promote Carers SA and the Carer Gateway in the community. Provide support and guidance where appropriate to internal stakeholders on key events raising brand awareness and promotion.	12 months
7	Reporting	Maintain timely, accurate and efficient reports on marketing and communication activity, including contribution to funding body reporting and other reporting requirements as required.	12 months

S.no	Performance indicator	Measurement of performance indicator	Assessment period
8	Feedback and monitoring	Effectively utilise feedback from stakeholders, Lumary CRM, and Power BI reporting functionality to demonstrate impact and outcomes of marketing and communications activity; In conjunction with the Marketing and Communications Officer, regularly review and update Marketing and Communications related key documents, policies and procedures; Ensure all carer enquiries, complaints and feedback that occur via traditional and digital platforms are referred to the relevant team internally; Support the development of the Community Engagement and Marketing plan.	12 months
9	Children and Young People	Support Carers SA as a child safe organisation by undertaking screening for suitability to work with children, young people, and vulnerable adults and to comply with relevant legislative requirements. Show a commitment to National Child Safety Principles and Carers SA Code of Conduct.	12 months
10	Health, Safety & Environment	Be personally accountable for health and safety, following reasonable work instructions and taking reasonable care for your own health and safety and for the health and safety of others - live Carers SA's values. Maintain the workplace in a safe condition and encouraging others to undertake safe work practices. Follow all health and safety procedures - carry out your roles and responsibilities as detailed in the relevant policies and procedures. Proactively report and/or rectify hazards. Promptly report any injury or incidents including 'near misses' having a potential for injury, ill-health, damage or other loss, at work to your team leader, manager and/or safety representative and Consider and provide feedback on any matters that may affect your health and safety and/or the environment.	12 months

S.no	Performance indicator	Measurement of performance indicator	Assessment period
11	Human Resources	Carry out your position and responsibilities in line with our company values, policies, procedures and processes; Undertake all reasonable and lawful work instructions in a timely and professional manner; Actively participate in performance management initiatives including performance reviews, objective setting, coaching, career or personal development opportunities and performance improvement plans, as required; and Ask questions to clarify understanding of job expectations, communications, projects and other workplace initiatives.	12 months
12	Inclusivity	We: Are welcoming and friendly - Walk alongside people - Care and empower - Are compassionate - Advocate for carers.	6 months
13	Integrity	We: - Are honest and transparent - Are trustworthy - Are authentic - Do what we say we will do.	6 months
14	Collaboration	We: Consult and collaborate with others - Have strong stakeholder relationships - Support, encourage and cooperate - Share information and resources.	6 months
15	Empathy	We: Respect diversity - Actively engage people - Encourage feedback - Provide information for diverse groups - Are approachable and accessible.	6 months
16	Professional Excellence	We: Deliver professional services - Problem solve - Are innovative and resourceful - Are accountable - Are flexible and adaptive - Achieve results.	6 months

- Commit to person cultural competency and the delivery of services.
- A current driver's license is essential and proof of license is required.
- A current DHS Working with Children check, and National Police Check is required.
- Current mandatory child protection training will be required.
- Work outside normal office hours may be required.
- Duties for this position should not be considered definitive. Duties may be added to, deleted or modified in consultation with the incumbent as necessary.
- Position Descriptions and staff performance will be reviewed annually.

Essential:

- Experience in working within a face paced environment with the ability to meet tight deadlines.
- Demonstrated experience as a strong, professional team player who is proactive and enthusiastic.
- Understanding of office management and marketing principles.
- Strong writing, formatting and written and verbal communication skills, with well-developed written expression and grammar, and a keen eye for detail.
- Demonstrated experience in the design, coordination and delivery of marketing collateral.
- Experience in copy writing, editing and experience in writing publications, newsletters and online content.
- Solid report writing skills.
- Proven experience in effectively and professionally liaising with internal and external stakeholders in order to achieve marketing and communication campaign goals and KPI's.
- Experience in coordinating and supporting event management.
- High level competency in computer software packages (including the Microsoft suite), digital communication and social media (Facebook, twitter etc) and interrelated systems.
- Demonstrated interpersonal skills that aim to foster interaction and collaboration.
- A commitment to quality and continuous improvement.
- Working knowledge of Canva, Survey Monkey, Mail Chimp and WordPress products.

Desirable:

- Understanding the challenges and complexities facing the unpaid carer community.
 - Experience working in a member based organisation.
 - Experience working within the Community Services sector in a Marketing and Communications role.
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- Relevant tertiary qualifications communications, marketing or equivalent is essential.