



Marketing Assistant Position description

Position Title	Marketing Assistant
Program	Corporate
Employment type	Part-time fixed term (2-3 days per week)
Location	Bentleigh head office
Reports to	Executive Manager Strategy, Grants & Communications

This position description describes the scope and skills required of the position at TaskForce. The position description may be subject to periodical reviews.

About TaskForce

TaskForce, established in 1973, provides wraparound support and compassionate care to vulnerable youth, adults and their families across South East Melbourne. We deliver services across three interconnected areas of activity:

- Specialist alcohol and other drug treatment: working with people to get the help they need and get their lives back on track
- Youth and family services: supporting young people and families with complex needs to break down barriers to ongoing health and wellbeing
- Education, engagement and employment supports: programs helping marginalised people to develop pathways into education and employment

We never give up on giving people a chance to realise their true potential.

Position Overview

The focus of this role is to provide effective and accurate marketing services to internal stakeholders across TaskForce and to help to promote and build the TaskForce brand to clients, partners and community.

The newly created role will provide general marketing support to internal groups and services by offering marketing expertise and advise, creating and developing marketing and communication material across all mediums and channels, developing, executing and reporting on campaigns, coordinating and assisting with events and displays and administering marketing initiative and programs.

Key Duties

- In consultation with the Executive Manager Strategy & Communications, contribute to the planning and development of marketing and communications campaigns, promotions and activities.
- Assist in the design, development and implementation of TaskForce marketing collateral including review of the TaskForce style guide; oversee print management needs including publications.
- Ensure all communications and advertising is on brand according to brand guidelines and style guide.
- Coordinate the production of TaskForce service brochures, according to brand guidelines and style guide.
- Manage all of TaskForce social media accounts and provide monthly reports and analysis of social media growth and engagement across all platforms.
- Coordinate the production and distribution of the Stakeholder and Staff Newsletters, utilising Mail Chimp or alike.
- Maintain database of contacts for targeted promotions and communication strategies.
- Assist in the coordination of marketing related events and activities and undertake projects as required.
- Regularly review and investigate opportunities to improve internal and external communication activities to ensure target audiences are effectively reached.

Terms and Conditions

- Develop an annual Performance Plan with your Manager. Identify one's own development needs and attend relevant training, as approved by manager.
- Participate in regular individual supervision.
- Participate in regular team meetings as scheduled.
- Attend local network meetings.

Qualifications

1. Bachelor's degree (preferably in marketing) or equivalent work experience.

Skills and Experience (Key Selection Criteria)

1. Experience working as a marketing coordinator/administrator in a community setting.
2. Experience in planning, implementing and evaluating marketing and communication campaigns.

3. Experience in writing copy for brochures, social media, corporate materials and client/customer communications.
4. Strong IT skills, including demonstrable use of graphic and design software – Adobe CS Suite skills Indesign, Illustrator and Photoshop.
5. Understanding of the compliance environment in which TaskForce operates and the ability to exercise confidentiality and discretion.
6. Demonstrated organisational, project management and administrative skills including the ability to prioritise tasks and maintain a work in progress.
7. Strong eye for detail with superior written and verbal communication skills including the ability to liaise with management, staff and external agencies as well as establish and maintain effective professional relationships.
8. Ability to gather large amounts of data and convert it into meaningful analysis.
9. Strong English verbal and written communication skills.

Conditions of Employment

- Conditions as per the Social, Community, Home Care and Disability Services Award.
- This is a full-time contract until 30 June 2022 with the opportunity to extend, subject to the continued availability of funding.
- Generous Salary packaging is available.
- Staff will be provided with a laptop and mobile phone allowance if working from home.
- All agencies are smoke-free workplaces and Equal Employment Opportunity employers.
- A six-month probationary period applies.
- The employee is required to abide by the organisation's undertakings re: confidentiality policy and give permission for a Criminal Records Check and working with children check.

Our values



Client centred

We strive to support our clients and their extended networks to change their circumstances. We will collaborate so that our full range of services and supports are wrapped around them enabling each to reach their full potential.

Innovation and best practice

We will be cutting edge in all that we do leading to evidence-based best practice within the sector. Our people will be passionate and motivated to make a difference.



Thought leadership

We are committed to addressing the tough moral challenges faced and sensitivities that abound in our sector, leading consequent debate and adapting as broader positions held by society evolve.



Honesty and integrity

We do our utmost to communicate openly, honestly and respectfully. We collaborate and share accountability with colleagues and clients alike. We acknowledge that as we learn, mistakes may be made but that this learning will make us stronger.



Trust, respect and self care

We collaborate to create a work environment built on trust and respect where our people and consortium partners are supported and challenged to lead best practice. We recognise that responsibility for self-care is also a foundation to achieve excellence in the services we deliver.

This position description is accepted by:

Job Holder **Date**