

Position Description

Marketing and Communication Officer

Created: 1 July 2020

Reports to: Manager Student Engagement/Communications

Level of supervision: Routine supervision provided and will be provided extensive professional development opportunities

Position type: Part time 0.6 FTE Fixed Term – till December 2022

Level 4.1

Position purpose

The role provides support and undertakes tasks to increase stakeholder engagement, communication and marketing capacity for GSA with effective and efficient communications and engagement both internally and externally, including advice and documentation to support social media, stakeholder engagement, events, publications and digital media. The role will also be responsible for creating content to support the advocacy, policy and campaign events. The role will support staff to develop comprehensive stakeholder engagement plans and support networking. The role will work with Online and Content Development Officer who undertakes the graphic design, social media and the publication functions with the Manager Student Engagement/Communication.

Main tasks

Key Responsibilities

- Develop, update and maintain a strategy to engage key stakeholders to support communication and marketing of GSA events, policy, advocacy and campaign work.
- Prepare, implement and support targeted communication plans, including for specialist projects/announcements.
- Ensure that GSA communications are relevant and timely to support GSA campaigns and activities on all digital platforms.
- Manage content, including preparing and reviewing written copy, for GSA publications and online platforms.
- Work closely with the wider teams and Representative Council members to create promotional materials for GSA related events and activities related to specific cohorts.
- Oversee the application of the GSA brand.
- Support the CEO and GSA Board members with media releases and relationships.
- In conjunction with the Content Development and Graphics Officer, prepare content for digital signage and merchandise to support GSA event promotions.
- As required, support the Content Development and Graphics Officer to create digital assets for website, social media, and digital signage.

Key Selection Criteria

Essential Criteria

- Postgraduate degree level, or equivalent, in Communications/Marketing; or completion of a relevant qualification and subsequent relevant work experience
- High level verbal and written communication skills with the ability to relate effectively with a range of stakeholders
- Demonstrated ability to apply sound organisational and time management skills, including the ability to prioritise and schedule communications, work independently and as part of a team
- Excellent interpersonal and broadcast communication skills, including experience in writing, editing and social media content, for a variety of audiences
- High level of proficiency in the use of standard application software such as the Microsoft Office Suite and Adobe Creative Suite
- Working knowledge of developing content for media releases
- Strong understanding and/or background in social media platforms such as Facebook, Instagram, LinkedIn, Twitter

Desirable

- Experience in developing content for advocacy
- Experience using WordPress
- Event photography capability

Please note: This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. If requested by management or necessitated by the ongoing development of this role, and wherever reasonable, you will be expected to perform other tasks that are related to this specific position description only, i.e. that relate to a role of a Communications Officer

Acknowledgement

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

SIGNED BY

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Employee

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Date

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Manager

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Date