



POSITION DESCRIPTION

Position Title	MARKETING ASSISTANT	Position No.	50055557
Team	Audiences	Classification	Administrative/Professional
Department	Marketing	Schedule Roster Cycle	Schedule A Non-Rostered
Location	Ultimo	Band / Level	Band 3
Reports to	GROUP MARKETING MANAGER 50041477	HR Endorsement	26/11/2018
Purpose			

To work within the ABC marketing team, providing campaign marketing support across various ABC brands and platforms.

Key Accountabilities

- Assist in duties associated with strategic marketing and content distribution campaigns.
- Under the direction of the manager and other senior team members, coordinate and brief the creative assets for priority marketing campaigns, including creation of CR list, submitting creative request, seeking approval of assets, actioning the feedback and final delivery.
- Under direction from the Manager and other senior team members, assist with writing, setting up, distributing the newsletters. This also includes managing competitions and despatch of prizes, creation of social media assets and reporting as required.
- Under direction from the Manager and other senior team members, approve ABC brand usage on material produced by external partners.
- Under direction from the Manager and other senior team members, assist with communicating marketing plan activities with various stakeholders including Distribution and Content teams, the broader Audiences team, ABC social and digital teams to ensure marketing and communications objectives are met.
- Assist campaign reporting duties in a timely and effective manner.
- Assist with the creation of marketing presentations and the development of brand assets as required.
- Assist with events, including set up and pack down, creating collateral and marketing materials as required.
- Work closely with a range of internal and external stakeholders to ensure business objectives are met.
- Provide administrative services for the marketing team including dispatching internal and external correspondence, assisting with travel and accommodation bookings for staff, taking minutes of meetings, photocopying, arranging couriers and handling general enquiries.
- Assist with any ad hoc admin requests from the Head of Marketing.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Relevant administrative support experience.
2. Qualifications in marketing, publishing or media desirable. (or working towards)
3. Demonstrated ability to manage own workload to ensure timely completion of tasks; ability to plan and use resources in a cost-effective manner; attention to detail essential.
4. Experience in Photoshop and social media desirable.
5. Excellent communication skills with proven ability to establish proactive stakeholder relationships.





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6. Willingness to work as a part of a team and to establish effective work relationships with colleagues.
7. Demonstrated high computer literacy using a range of PC applications including sound knowledge of Photoshop.
8. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
9. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
10. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
11. Demonstrated knowledge and understanding of Aboriginal and/or Torres Strait Islander cultures and an understanding of the issues affecting Aboriginal and/or Torres Strait Islander people. And, ability to communicate sensitively and effectively with Aboriginal and/or Torres Strait Islander people.