



Position Description Casual Marketing Assistant

About The Leprosy Mission Australia (TLMA)

The Leprosy Mission (TLM) is an international Christian organisation working towards the eradication of the causes and consequences of leprosy. We are a global network of 30 member countries and affiliates supporting projects in 18 countries around the world.

The Leprosy Mission Australia (TLMA) exists to achieve our vision of “Leprosy Defeated and Lives Transformed”. Through resourcing and supporting our global networks, our mission seeks to bring about transformation; breaking the chains of leprosy, empowering people to obtain healing, dignity and life in all its fullness. A key function of our resourcing and fundraising activities is the sale of products and merchandise sourced globally from a network of artisans in developing countries through ethical Fair-Trade practices.

Position Details

Position Title:	Casual Marketing Assistant
Reports to:	Merchandise Manager
Position Type:	Casual approx. 24 hours per week
Key Relationships	Inventory & Logistics Coordinator, Digital Content Coordinator, Customer Service Team

Position Purpose

The Merchandise Department sources, imports and provides high quality products for customers to purchase as a way of supporting the work of The Leprosy Mission Australia. Products include goods that are fair trade and ethically sourced, crafted by artisans including people affected by leprosy and disability, products that are made in Australia and products that support sustainable living. Effectively designed catalogues and sale of these products enables TLMA to work towards its Strategic Aims of generating abundant and sustainable finances to facilitate programs through

- Investing in meaningful engagement with Australians, through merchandise activities
- Achieving a strong return on investment (ROI)

The Marketing Assistant will support the Merchandise Manager to deliver on these key deliverables through the following activities:

Skills & Attributes:

Essential

- An understanding of and ability to operate within the Christian based beliefs and the vision, mission and values of TLMA
- advanced PC skills (MS Office, CRMs) and ability to acquire new IT skills with ease;
- strong written expression, attention to detail and proven administration skills;
- experience working in marketing, communications and customer care;
- ability to work unsupervised and as part of a small team;
- Ability to think outside the box and come up with creative solutions within established frameworks
- Display attention to detail and versatility in handling different tasks simultaneously
- Ability to work collaboratively with others.

Desirable:

- Experience in undertaking research;
- Experience in creative writing, desktop publishing and databases;
- Experience with print and electronic publishing, digital marketing and web content management;
- Mature attitude to work, strong problem analysis and solving skills,

Key Activities:

- Assist in the sourcing of artisan goods for resale including engaging with international and developing communities
- Project management of the development of the catalogues and communication materials including print, digital marketing, and preparation of sales catalogues
- Ability to write compelling stories and product descriptions including content management of the online shop
- Market research, competitor analysis, and reporting
- Support the Digital Content Coordinator and Merchandise Manager to achieve the expected outcomes from web development projects
- Assist the Merchandise Manager to develop new products for the catalogue
- Assist with creation and implementation of social media campaigns
- To assist the external communication of the TLM brand proposition through merchandise activities

Mission

- Understand, support and promote the Mission and Values of TLMA
- Adhere to the principles of TLMA and our policies including the Code of Conduct
- Always maintain a safe and clean working environment to eliminate potential hazards including whilst working from home
- Adhere to COVID Safe Plans at all times.

Safeguarding

TLMA has a zero-tolerance policy towards any abuse, neglect and exploitation to all people. The postholder should have signed and must comply with all TLM organisational policies, including the Child and Vulnerable Adult Protection Policy and Code of Conduct.

Eligibility

- Must be eligible to work in Australia, and be able to provide a National Police Check