

POSITION DESCRIPTION



Position Title	Advisor, Marketing & Communications	Department	Advocacy, Research, & Stakeholders
Reports To (title)	Director, Stakeholders & Advocacy	Location	Hybrid – WFH & Melbourne
No. of Direct Reports	N/A	Date	September 2024

Jobsbank

Jobsbank is an independent for purpose organisation partnering with businesses to build inclusive workplaces and supplier diversity. Our tailored solutions are simple and enhance organisational performance and competitive advantage.

Our aim so to make inclusive employment, including the Social Procurement Framework, work for business and government and to advocate for and inspire change.

Our Vision

Our vision is to be recognised as a leader in inclusive employment and social procurement policy and practice.

We partner with employers to build inclusive workplaces and supplier diversity.

Our tailored solutions are simple and enhance organisational performance and competitive advantage.

Our Values

- **One Team** - We share knowledge, information and resources and demonstrate collaboration in a non-judgemental way.
- **Trust** - We keep our promises, are reliable and compassionate.
- **Accountability** - We are honest, take responsibility, learn from mistakes, and hold each other accountable.
- **Innovation** - We continuously improve and actively seek / embrace new ideas, whilst providing permission to fail.
- **Fun** - We create an atmosphere of fun

Position Summary

The Advisor, Marketing & Communications is responsible for the creation and management of both proactive and reactive social media, media and communications opportunities, working from our Marketing and Communications Plan

This role will be responsible for managing Jobsbank's social media and spearhead online campaigns that emphasise the significance of our contributions. You will also have responsibility of supporting our communications and marketing efforts to support the delivery of key Jobsbank products and services.

You will support the creation, production, and distribution of our in-house digital content.

Key Relationships

Internal	External
<ul style="list-style-type: none"> • Director, Stakeholder and Advocacy • CEO • Board of Directors • Leadership team • Jobsbank team 	<ul style="list-style-type: none"> • Sector and Government stakeholders • Media Outlets •

Key Areas of Responsibility (including but not limited to):

Area	Responsibility
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Communication	<ul style="list-style-type: none"> • Prepare and deliver editorials and articles for campaigns, that includes social media and digital landscapes. • Provide support to the communications team in preparation of media releases and other communication and marketing activities, this may include media statement and briefs, CEO briefs, talking points, speeches, etc. • Analyse and convert research, reports and data into key messages and appropriate language for specific audiences and purposes. • Represent the organisation at events, conferences, and partnership meetings. • Create written communications for publications and digital channels. • Prepare media releases and other communication and marketing activities, this may include media statement and briefs, CEO briefs, talking points, speeches, etc. • Liaise with internal and external stakeholders working collaboratively to ensure timely and effective delivery of communications that support and promote Jobsbank projects and programs.
Marketing	<ul style="list-style-type: none"> • Work closely with the Director, Stakeholders & Advocacy to implement the Media & Communication strategy, specifically having ownership of media initiatives and opportunities. • Attend community and partner events to manage social media and extract positive stories. • Work closely with the advocacy/ communication team to convert key reports and findings into media opportunities. • Create and develop uplifting narratives regarding inclusive and diverse employment practices. • Ensuring brand governance is maintained, including tone of voice, visual identity and brand management across the business. • Support with the implementation of marketing campaigns and post-campaign reporting.
Social Media	<ul style="list-style-type: none"> • Management of both proactive and reactive social media and communications opportunities. • Developing creative and engaging content and managing social channels. • Plan, implement, and optimise social media marketing campaigns across various platforms. Ensure seamless coordination to drive brand awareness and engagement. • Create engaging content for various marketing channels, including social media, blogs, email newsletters, and website. • Analyse digital platform traffic and audience behaviour, monitoring performance and identifying opportunities for improvement. • Build and maintain a social media content calendar, ensuring timely and consistent posts across platforms. • Engage with our online community, responding to comments, questions, feedback and nurturing a positive brand image. • Collaborating with other departments or external partners to create engaging and relevant content. • Regular reporting on marketing and social media metrics, as required. • Stay up to date with industry trends and emerging digital marketing technologies. • Support event and conference digital planning and activity, as required.

REQUIRED SKILLS & ATTRIBUTES

Qualifications, Technical Knowledge & Experience

- Qualifications and/or experience in social , communications, and/or marketing.
- A background in marketing, campaigning, and/or communications preferred.
- Journalistic and/or media skills.
- Previous experience managing social media, communications, and marketing campaigns, converting leads, as well as tracking social media analytics.
- Analytical and can quickly craft impactful narratives in a digital format.
- Demonstrated success pitching and landing stories with media outlets.
- Ability to pro-actively identify news, content and reputation building opportunities.
- Experience developing proactive content plans for digital platforms and channels including web and social.
- Established media networks and understanding of the media landscape.

Competencies (Personal Attributes/Behaviours)

- Highly developed project management, organisational, and time management skills.
- The ability to work autonomously as well as effectively within a small team environment.
- Collaborative and inclusive and works well in a small team.
- Self-motivated and results-oriented, with a proactive approach to problem-solving.

Additional Information

- Due to the nature of the position and industry, there may be a requirement to work outside normal business hours and occasional interstate travel.
- Jobbank must comply with any public health orders, legislation made by state and territory governments as well as community expectations relevant to our services.
- Jobbank is an Equal Opportunity Employer and encourages people from all backgrounds to apply.
- We actively promote the employment of women, people with a disability, Aboriginal people, LGBTQI+