

Position Description

Marketing and Community Assistant

ABOUT THE ROLE

The Marketing and Community Assistant will provide support to the Marketing and Community team in delivering support for social media activities, development of communication materials and public relations activities. The Assistant may be given other tasks to support the team as required. The Assistant will be assigned tasks by the General Manager of Marketing and Community, or other managers in the team as required.

DUTIES & RESPONSIBILITIES

Digital marketing

- Support the Digital Marketing Specialist in managing responses and gathering key information on issues and queries across owned social media channels and private groups.

PR and Communication

- Help to update and repurpose communication materials including factsheets and online content
- Help the team to coordinate events and PR activities
- Help coordinate content for the monthly e-newsletter
- Coordinate media lists for events and initiatives.
- Administrative tasks related to Media and PR such as CRM updating and file management
- Media and PR reporting as required
- Create and manage Kidney Health Australia's library of digital assets, including photography, video, native files, imagery etc.
- Maintain and update a centralised case study database and schedule of activities in liaison with other teams.
- Liaise with third party suppliers including designers, printers, and merchandisers.

Community programs support

- Support the administration of the Volunteer program, Buddy program and Renal Nurse Ambassador program as directed by the Volunteer Programs Manager

Marketing and Community Team support

- Coordinate team meetings, take minutes and maintain the Marketing and Community team planner board
- Manage the fulfilment and postage of e-commerce products
- Manage collation of consumer surveys and reports
- Various other duties as directed by the GM, Marketing and Community
- Provide voluntary support as required for Kidney Health Australia activities such as the Red Socks Appeal, Kidney Kar Rally and Kidney Kids Camp.

QUALIFICATIONS & EXPERIENCE

- A young person diagnosed with kidney disease and knowledge of kidney disease
- Work experience in a marketing or PR organisation or a university qualification in a similar field would be desirable but not mandatory
- Knowledge or experience of digital platforms including social media would be advantageous
- Good writing skills
- Good organisational and planning skills
- Self-motivated with a positive and professional approach
- Enthusiastic and passionate about supporting the kidney community