

# Marketing and Communications Officer

## Position description

Reporting to the Marketing, Communications and Events Coordinator, the position of Marketing and Communications Officer involves the following responsibilities:

### Marketing and Communications

- Ability to coordinate multiple social media and web-based platforms with an understanding of emerging trends.
- Maintain the brand integrity of the Australian Youth Advisory Network.
- Develop and maintain the mailing list of the Australian Youth Advisory Network including the engagement of these subscribers.
- Coordinate AYAN Bloggers.
- Coordinate and execute AYAN internal marketing campaigns.
- Develop and maintain AYAN promotional materials.

### Relationships

- Develop and maintain a positive profile for AYAN in St John and the wider community.
- Establish relationships with key people and forums in St John.
- Consult with young people, both in St John and the wider community, to drive the strategic objectives of AYAN and the Organisation.
- Contribute regularly to AYAN social media platforms with new and engaging content.

### Personal

- Be available to communicate with the AYAN Team Leader, the Marketing, Communications and Events Coordinator and other Team Members.
- Be available for team meetings and workshops virtually.
- Commit to setting and accomplishing Annual Goals and undergoing an Annual Refresh to stay focused and improve performance.

### Selection Criteria

- An understanding of the work of St John Ambulance Australia and AYAN.
- A commitment to the development and empowerment of young people.
- The ability to communicate and engage with a wide variety of stakeholders.
- Exceptional collaboration skills, with the ability to work towards team and individual goals.
- A drive attitude and an initiative-based work ethic, with the ability to manage compelling deadlines.
- Demonstrate or an interest in (or prior experience) marketing.
- The ability to develop material appropriate for distribution through social media and other digital platforms.

### Key Performance Indicators

- Minimum of 5 posts per week on Social Media.
- Compile a bi-monthly EDM to AYAN Mailing List Subscribers.
- Coordinate and/or write one (1) blog post per month.

Name:

Signature

Date: