



# Marketing Assistant

## POSITION DESCRIPTION

<b>Position Number:</b>	3682
<b>Portfolio:</b>	Communities
<b>Business Unit:</b>	Community and Cultural Services
<b>Team:</b>	Communications and Engagement
<b>Position Status:</b>	Temporary Part Time
<b>Classification:</b>	QLGIA (Stream A) Level 3
<b>Reports To:</b>	Strategic Communications Lead Advisor
<b>Revised:</b>	April 2025

### **General Position Statement:**

This position supports Council's direction by providing support and assistance to the Communications and Engagement team, in a professional and efficient manner ensuring the development of good working relationships with all employees and the public.

### **Specific Responsibilities:**

This position has the following responsibilities:

1. Assist the Coordinator Communications and Engagement as required in the implementation of various marketing, media and communication strategies, activities and initiatives.
2. Support the Communications and Engagement team in monitoring and maintaining Council's website, ensuring consistency of style and standard.
3. Prepare purchase orders and place both digital and print advertisements (social media, online classifieds and newspaper) for the team, ensuring allocated expenditure is within operational budget.
4. Maintain Council's social media schedule including scheduling and publishing content on Council's social media accounts.
5. Actively monitor, moderate and provide accurate responses to social media comments and private messages when appropriate and in a timely manner.
6. Generate social media analytic reports using Council's Social Media Management Tool software.
7. Coordinate the printing of collateral and other material with a responsibility for supplier relations, stock recommendations, press and proof checking, and account administration.
8. Monitor and maintain a current knowledge of relevant digital trends, developments in technology and digital services, and provide updates to the Coordinator Communications and Engagement.





9. Support the preparation of media and social media materials, reports, publications, and other correspondence for Council and the community.
10. Support the team with photography/videography at events and media activities as required and in a timely manner.
11. Assist with and independently undertake basic graphic design tasks for internal and external use.
12. Take responsibility for the coordination, production and distribution of Council's staff e-newsletter.
13. Work as an effective and co-operative team member contributing to the achievement of team goals and work plans.
14. Contribute to a customer service focussed culture which is committed to Council's values and strategic objectives.
15. Refer matters which may impact upon the business, Council, and employees to the relevant Supervisor or Manager.
16. Undertake other relevant duties as directed, consistent with skills, competence, and training.

#### **Position Requirements:**

#### **Skills/Competencies**

1. Demonstrated capability in the use of current digital devices and equipment.
2. Excellent communication (oral and written) and interpersonal skills relevant to the position and strongly focused on the provision of quality customer service to a diverse client base.
3. Demonstrated experience working in a busy multifunctional team that is focused on the effective internal and external communication.
4. Ability to effectively learn how to operate Council's computer systems with emphasis on social networking sites including Facebook, Instagram and LinkedIn.
5. Ability to quickly gain a working knowledge of relevant policies, practices and procedures, and assist other staff in relation to these procedures if required.
6. Ability to work independently with limited supervision as well as contribute to and assist the team to accurately complete work in appropriate timeframes, in accordance with policies and procedures.
7. Demonstrated attention to detail, proactive thinking and a solution-focused approach.

#### **Mandatory Qualifications, Licences and Experience**

1. Demonstrated experience in a similar role with strong emphasis on administration, communications, digital media and marketing.
2. Demonstrated experience in maintaining website content and social media schedule.
3. Must possess and maintain a current Queensland "C" Class motor vehicle driver licence.

#### **Desirable Qualifications, Licences and Experience**

1. The ability to effectively use digital devices and equipment, such as camera equipment and smartphones to generate digital media content.





2. The ability to undertake basic graphic design tasks.

### **Actions**

1. **Values and Behaviours** – Behaviour aligned with Council's Values and Behaviours.
2. **Customer Service** – Focus on our customers' needs.
3. **Code of Conduct** – Behaviour aligned with Council's Code of Conduct.
4. **Safety** – Carry out your duties in a safe manner.
5. **Project Management** – Commit to Council's Project Management ethos.
6. **Human Rights** – Respect, protect and promote human rights in your decision-making and actions.

### **Physical Requirements**

1. Ability to work in a busy fast paced work environment.
2. Ability to legally operate a motor vehicle under a "C" Class Licence.
3. Ability to complete a satisfactory Functional Capacity Evaluation.
4. Provision of a satisfactory Criminal History Check - Police Certificate (Australia Wide Name Only Police Check).

### **Delegations and Authorisations:**

Financial, Administrative and Human Resource Management Delegations may be applicable to this position and are detailed in the Delegations Corporate Register.

Legislative Sub-Delegations and Authorisations may also be applicable to this position and are detailed in the external public registers. Both registers are available on Council's knowledge library.

### **Acknowledgement:**

This Position Description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.



## Marketing Assistant

### SELECTION CRITERIA

<b>Position Number:</b>	3682
<b>Portfolio:</b>	Communities
<b>Business Unit:</b>	Community and Cultural Services
<b>Team:</b>	Communications and Marketing
<b>Position Status:</b>	Temporary Full Time
<b>Classification:</b>	QLGIA (Stream A) Level 3
<b>Reports To:</b>	Strategic Communications Lead Advisor
<b>Revised:</b>	June 2025

Please address each of the selection criteria below in your application:

1. Mandatory qualifications and experience:
  - Demonstrated experience in a similar role with strong emphasis on administration, communications, digital media and marketing.
  - Demonstrated experience in maintaining website content and social media schedule.
  - Must possess and maintain a current Queensland "C" Class motor vehicle driver licence.
2. The ability to effectively use digital devices and equipment, such as camera equipment and smartphones to generate digital media content.
3. The ability to undertake basic graphic design tasks.
4. Excellent communication (oral and written) and interpersonal skills and strongly focused on the provision of quality customer service to a diverse client base.
5. Demonstrated experience working in a small multifunctional team that has competing deadlines.

#### **Suggested approaches to addressing selection criteria include:**

Responses should be relevant and directly relate to the selection criteria.  
Responses are generally no longer than one page per selection criteria.

You may like to take in account;

- Situation – Describe the situation you were in, including where it occurred and what the relevant environment was.
- Task – Describe the event/task that required resolution, what was required of you.
- Action – Describe what actions you took, how did you resolve the problem.
- Result – What was the outcome and how did your actions contribute to a positive result.

Use actual examples of what you have done that are relevant to each selection criteria. Include how well you did it, what you achieved, and how it relates to the requirements of this role.