

# Marketing & Publications Assistant Position Description



## About ACCAN

The Australian Communications Consumer Action Network, ACCAN, is Australia's peak body representing the interests of all consumers in communications issues. ACCAN is an important and independent consumer voice promoting the accessibility, quality of service, affordability and availability of communications services for all Australian consumers with particular concern for vulnerable consumers whose needs are under-represented.

ACCAN's role is to:

- promote the consumer objectives of accessibility, affordability and availability for all consumers;
- develop a strong, coordinated voice for consumers, and to represent and advocate on behalf of consumers to Government, regulators and the telecommunications/communications industry;
- undertake research, policy development and education;
- facilitate access to and dissemination of information to consumers, consumer representatives and consumer organisations;
- advocate on behalf of consumers on telecommunications laws affecting consumers, law reform, policy development and in relation to industry practices;
- participate in regulatory and co-regulatory activities; and to contribute to the development of Government policy in telecommunications and communications,
- make markets work well for consumers,
- make a difference for consumers with disabilities.
- manage a community grants program.

ACCAN is a not-for-profit company.

## Job Summary

The purpose of the Marketing and Publications Assistant role is to:

- Contribute to the achievement of the goals and objectives set out in the Strategic Plan and the Work Plan;
- Oversee the implementation of ACCAN's Marketing Strategy by developing effective initiatives to promote ACCAN profile and manage the brand identity
- Ensure ACCAN publications including the annual report, research reports, consumer education materials and other collateral are produced at a high quality

## Duties

### Marketing

- Implement a Marketing Strategy to promote ACCAN membership, conferences and events and other activities
- Develop a strategy together with the Accessible Telecoms project team to promote the ACCAN Nationwide Disability Telecommunications Information and Referral Service
- Together with the ACCAN Events Co-ordinator, organise any special events or promotional activities such as launches
- Support ACCAN outreach activities by working closely with the ACCAN Consumer Engagement Officer
- Identify opportunities to enhance ACCAN membership offerings such as member benefits and marketing

### Member communications

- Co-ordinate ACCAN member communications to keep them engaged and informed including monthly *ACCAN at a Glance*
- In conjunction with the ACCAN team identify issues of interest to ACCAN members and co-ordinate regular and timely updates
- Conduct the bi-annual ACCAN member surveys
- On-going development of the ACCAN Membership Welcome Pack, New Members Invitations and other collateral
- In co-ordination with the ACCAN Membership Officer co-ordinate ACCAN support of member events budget permitting

### Website and Publications

- Write, edit and arrange production of ACCAN's publications including the annual report, research reports, consumer education materials and other collateral
- Edit documents for publication using the ACCAN Style Guide and ensuring accessibility standards are maintained
- Manage ACCAN Style Guide, templates, logos and assist other staff to use them
- Ensure ACCAN online publications meet accessibility standards

### Consumer education

- As part of a team develop consumer education materials including tip sheets, guides and other materials to inform consumers about topical communications issues

### Conferences/events

- Develop and update conference and events communications materials including advertisements, programs and other collateral
- Support ACCAN's outreach activities
- Provide general assistance with ACCAN events

### Reporting and Analysis

- Contribute to quarterly progress reports and strategic plan reports

## Media and Social Media

- Assist with responding to media enquiries as required
- Assist with the development and monitoring of ACCAN social media
- On request assist where with ACCAN Media Strategies
- Assist with Web News as required

## Other Duties

- Assess and manage contractors as required
- Assist with general administrative tasks including filing, mail outs and database updates when required
- Assist with consumer enquiries
- Other duties as assigned by supervisor

## Qualifications

Relevant Certificate 4 or tertiary qualifications in a marketing publications, public relations or communications role or with at least two years' experience in a relevant role.

## Essential Skills and Experience for position

- Experience driving marketing strategies
- Excellent written communication skills with the ability to write a wide range of content for various platforms and audiences
- Ability to desktop publish using adobe software and work with graphic designers
- Experience using of content management systems
- Demonstrated capacity to work autonomously and to meet tight deadlines
- High level of digital and computer literacy

## Desired Skills and Experience for position

- Familiarity with running social media campaigns and moderation techniques
- Understanding of accessibility requirements including applying WCAG and Easy English
- Understanding of working for a member based organisation
- Experience working in the not-for-profit sector
- Familiarity with the needs of people with disabilities

## Job Type/Hours/Location

- 2 year contract position
- Full-time
- 37.5 hours (5 days) per week work hours 9am – 5pm with flexi-time agreement.
- Some flexibility is essential as travel and extended hours for attendance at events may be required as part of the position.
- Position is located at Sydney office in Ultimo

**ACCAN is an EEO employer: Aboriginal and Torres Strait Islander peoples, persons with disabilities, and people from diverse cultural, linguistic and religious backgrounds are encouraged to apply**