

Marketing Assistant Position Description



About ACCAN

The Australian Communications Consumer Action Network, ACCAN, is Australia's peak body representing the interests of all consumers with information and 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 underrepresented. ACCAN is a not-for-profit company.

About Digital Ready

Digital Ready is part of the [Australian Government's Digital Business Kits Program](#). The aim of this program is to help organisations build skills and knowledge to engage in the digital economy and take advantage of opportunities offered with information and communications technology.

ACCAN's Digital Business Kit, funded by the Department of Communications, is called [Digital Ready](#) and is offered to users completely free of charge. It focuses on the Arts, Recreation and Education Services sectors but can be used by any small business or not-for-profit organisation. The kit contains instructional materials and 'how-to' guides on the use of digital and on-line systems to improve business and operations. It also contains video case studies and video tutorials.

Job Summary

The purpose of the Digital Business Kits Marketing Assistant role is to (under the direction of the Digital Business Kits Project Manager):

- Execute on the immediate promotion strategy over the coming months.
- Promote the completely free training kit rather than sales, but similar skills will be required. Calls will be to businesses and only for the purpose of genuinely helping them.
- Undertake components of 'account' administration, phone-based surveying, accurate record keeping (database and spreadsheet), relationship building (phone-based), and diligent follow up over a period of time.
- Increase exposure and awareness of the training tools via outbound calls and emails to organisations in the target market, obtaining commitment from these organisations and following up with a telephone-based survey.

Qualifications

Business administration, sales or marketing qualifications at diploma or certificate level or equivalent experience in a similar role.

Duties & Responsibilities

Under the direction of the Project Manager, Digital Business Kits, the Marketing Assistant will:

- Call or email individual organisations and obtain commitment from them to use the training tools and encourage them to become part of our 'feedback community'
- Call or email organisations that have used the training kit and obtain commitment from them to take part in a feedback survey aimed at assessing its value and effectiveness within their organisation
- Search the internet and other sources for suitable organisations to call - the applicant will be in some cases be calling from lists already obtained through advertising campaigns or research on the internet, but will also be required to help with that research process
- Keep accurate records using in-house database and/or spreadsheets
- Conduct feedback surveys on the phone with organisations that have agreed to take part
- Make follow up calls with participants
- Meet weekly KPI's and deadlines
- Other duties as assigned by the Project Manager, Digital Business Kits

Essential Skills for Position

- Excellent oral and written communication skills
- Ability to work as part of a team
- Strong previous telephone-based promotion experience
- Experience in outbound cold calling
- Outgoing personality
- Professional phone manner
- Strong organisational and administrative skills– marketing plan coordination, data entry, progress logs, document preparation, diligent follow up
- Strong attention to detail
- Excellent time management
- Proficiency with IT (database, spreadsheets, using the internet for research, word processing, email, etc)

Desired Skills for Position

- Ability to use a content management (CMS) system to place content on a web site
- Ability to liaise effectively with a range of people, including in particular those in consumer/community organisations
- Knowledge of and experience of working in the community sector
- Familiarity with and understanding of the needs of people with disabilities

Summary Terms and Conditions

- This role may be filled on a full or part-time basis for a term to be agreed at the time of employment
- Base salary commencement level: \$48, 909 per annum
- In addition to base salary 9.50% of salary for Superannuation Employer Contribution

- Terms and conditions are those set out in the Job Offer Letter, ACCAN Work Place Agreement, ACCAN policies and procedures and the National Employment Standards as set out in the Fair Work Act 2009.
- All ACCAN staff are required to comply with ACCAN policies and procedures.

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

I have received a copy of the position description and have read and understand its contents.

 Employees Name (please print)

 Signature

 Date

 Supervisor's Name (please print)

 Signature

 Date