



Job Announcement

Marketing and Communications Officer

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Title	Marketing and Communications Officer
Department	Marketing and Communications
Location	Melbourne, Australia
Employment type	Full time, long term contract
Reports to:	Senior Manager – Marketing and Communications
Apply by	5 August; email cover letter and resume to jobs@teachforaustralia.org

About Teach For Australia

Teach For Australia's mission is to confront educational disadvantage by transforming outstanding graduates into exceptional teachers and inspirational leaders. We combine the expertise of corporate, public, and not-for-profit sectors to encourage high-achieving, well-rounded individuals to become teachers in some of our most disadvantaged schools, and leaders for life. For more information, see www.teachforaustralia.org

Position summary

The purpose of the Marketing and Communications Officer role is to implement the Teach For Australia marketing, communication and branding plan.

The role will primarily be accountable for ensuring all external marketing and communications align with Teach For Australia's strategic organisational goals and priorities. Primary responsibility is for collateral design and development (including copy writing), development of online marketing tactics and web content and driving positive media through strong public relations and advocacy. The role is part of a small Marketing and Communications team and is also responsible for brand management.

Responsibilities

The Marketing and Communications Officer will be responsible for the following:

- Design and develop marketing collateral
 1. Work with the relevant areas of the business to design and develop collateral material for marketing and promotion of the Teach For Australia program.
 2. Organise, co-develop and launch advertising material.
 3. Develop and manage marketing measurement system to track and report the effectiveness of marketing initiatives.
 4. Co-ordinate production and distribution of all marketing collateral.
 5. Manage suppliers (internal and external designers, photography, proofreading etc).
- Website content management
 1. In conjunction with the Senior Manager of Marketing and Communications, develop a web strategy.
 2. Develop content for sections of the website and provide writing and publishing support to all areas of the organisation.
 3. Identify areas of on-going improvement and work with the IT/web management company to continually improve the interactivity and usability of the site.
 4. Monitor and report on website statistics.

- Social networking and on-line marketing management
 1. Implement online marketing strategies including all channels of social networking (Facebook and Twitter included), email, promotional ideas and blogs.
 2. Manage email marketing campaigns to prospect lists.
 3. Develop and manage Google adword campaigns.
 4. Produce and distribute Google analytic statistics.
 5. Develop web optimisation strategies.

- Media Management
 1. Review media channels and make recommendations for their use.
 2. Brief media contacts.
 3. Establish relationships with key media /develop content for sections of the website and provide writing and publishing support to other areas of the organisation.
 4. Manage media contacts database.
 5. Write and manage media activity reports.
 6. Manage media monitoring and distribution.
 7. Write, edit and coordinate the development of press releases, announcements and other news for journals, miscellaneous publications and all other audiences.
 8. Creation of press/media packs in preparation for major announcements and public relations opportunities.

- Write copy and edit documents for internal departments, as required
 1. Primary responsibility for drafting all press releases and writing articles for publication.
 2. Write copy and/or edit external documents/communications, in conjunction with relevant experts across the organisation where appropriate.
 3. Write copy and edit the Associate newsletter and other Associate communication material as required.

- Custodian of the organisation's Brand
 1. Monitor brand usage and provide brand advice as required to both internal and external stakeholders.
 2. Regularly review and update of the brand guidelines
 3. Contact point for all brand related inquires.

- Co-ordinate Market Research activities

- Adhoc provision of marketing and communication advice and information

Required skills and attributes

This role requires exceptional **written skills, passion about working in the online space** and the ability to **implement a marketing, brand and communication plan**. We are also looking for:

- A broad knowledge and experience in the latest technologies, media properties and social media trends
- Excellent written skills
- Strong organisational and project management skills developed within an implementation role
- A strong technical understanding
- Ability to quickly develop relationships with appropriate contacts within the media
- A proactive, self-starter with a collaborative approach to working across an organisation and multiple stakeholders to deliver consistent, high quality and impactful external communications
- Strong fit with our vision and core values (please see our website for more information)

Education and experience required

Given the size and scope of our Marketing and Communications team, to be effective in this role, it is envisaged that you will have at least 4 to 5 years experience in a similar role and the following:

- A bachelor's degree in a related discipline (Marketing, Communication, Design or Journalism highly desirable)
- Demonstrated experience in planning, organising and managing projects to meet goals and objectives
- Past experience in a position where stakeholder management played a critical role
- Solid web publishing skills (content creation and publishing)

Expectations and benefits

The successful candidate can expect:

- To enjoy being a valued member of a dynamic team who are making an impact through their commitment to a social mission
- Development opportunities to build skills in marketing and communication and practical experience in building media relationships and project management
- Scope and expectation to build relationships and a network within the organisation and beyond
- The remuneration package for the position will be between \$65-\$80k (depending on experience), including 10% superannuation.

How to Apply

We are looking for self-starting, passionate, capable individuals who share a belief in our vision and mission and wish to join us in this exciting initiative. We encourage you to visit our website for more details and consider these along with your experience and interests in considering whether to apply.

Please send a cover letter and CV to jobs@teachforaustralia.org. Any queries can also be directed to this email address.