



JOB DESCRIPTION FORM – MARKETING AND MEDIA MANAGER

JOB TITLE: Marketing and Media Manager

JOB TYPE: Volunteer position (5-8 hours per week)

LOCATION: Work from home (BYO device)

SUPERVISOR/MANAGER: Managing Director

DIRECT REPORTS: Media Officer x 1

OVERVIEW:

Engagement and connection with the broader community is an important component of the ongoing development of the Hello Initiative brand. Further, a positive and active online presence is critical to capturing and retaining support from key stakeholders. The Marketing and Media Manager is responsible for managing the brand development of Hello Initiative as an agile and ethical start-up organization that embodies the values of kind, curious, and bold. This will encompass designing critical marketing materials and documents, establishing and delivering external promotions, attending networking and promotional events and ensuring the brand's online presence aligns with key organisational goals. This role is supported by a Media Officer, who is responsible for managing HI's Facebook, Instagram and LinkedIn accounts.

Please note: although this is a management role, management experience is not required to be considered a strong applicant. Applicants will be assessed on factors including motivation, culture fit, and experience.

MAIN DUTIES/RESPONSIBILITIES:

- Supporting development of a cohesive brand identity through management of brand imagery, identifying documents, and promotional materials.
- Networking with external stakeholders to identify opportunities to promote the HI brand and organizational activities and raise the profile of the youth justice sector.

- Liaising with the Program Coordinator and various program leads to strategise and implement Marketing and awareness campaigns for programs and pilots.
- Managing the online portfolio of accounts and platforms that represent Hello Initiative in pursuit of our strategic goals in collaboration with the Media Officer.

SKILLS & EXPERIENCE

Qualifications:

- No specific qualifications required
- Qualifications or ongoing study relevant to youth justice, youth work, communications or marketing will be viewed positively
- A valid Working with Children Check will be required
- A background check from the WA Department of Justice will be required

Experience:

- No experience required
- Experience working in youth justice or other youth work will be viewed positively
- Experience in not-for-profit or startup management will be viewed positively
- Experience working in marketing, social media or design will be viewed positively

Necessary Skills:

- Excellent written and verbal communication skills
- High levels of adaptability to work in a fast moving start up
- High levels of cultural sensitivity
- Ability to work autonomously
- Attention to detail
- Excellent time management skills

Desirable Skills:

- Experience in design software such as Canva
- Experience in social media management
- Experience with Google G-Suite

Hello Initiative is an equal opportunity employer and encourages Aboriginal and Torres Strait Islander peoples, people with disabilities, people of all backgrounds including LGBTQIA+ individuals and people from diverse cultural and linguistic backgrounds to apply for positions

within our organisation. For queries regarding equity and access or to discuss support in submitting an application related to equal opportunity, please email Christopher Dickson, Managing Director at chris@helloinitiative.org.au

For a discussion of this role or to learn more about Hello Initiative, please call Christopher Dickson, Managing Director on 0434 887 748 or email chris@helloinitiative.org.au