

Marketing & Communications Assistant (Voluntary)

Purpose of the Position

What is included in this role?

This newly created role will support the core team of the Australasian Birth Trauma Association.

The role is responsible for actioning marketing and communications tasks requested by the core team including CEO and Projects Manager. These actions will help the ABTA to raise awareness of the organisation among key stakeholders and consumers and support the ABTA to achieve its mission.

This will suit a marketing and communications professional with 3+ years' experience across a broad range of skills including; stakeholder engagement; digital communications; copywriting; and internal communications and website updates.

You will work closely with the CEO for branding, marketing, digital, internal communications and external communications (including newsletters and media engagement).

Who are we?

Our vision is "Safer births and better healing". We are a peer-led community dedicated to helping Australians and New Zealanders prevent and heal from birth-related trauma. We are a not-for-profit company registered with the ACNC, presently operating in Australia. You can find out more about us at our website (<https://www.birthtrauma.org.au/>).

Responsibilities

- Preparation and delivery of our monthly Newsletter, via our CRM.
- Assisting with basic website maintenance tasks, including a SEO audit and blog posts.
- Work collaboratively with our Digital Analyst and Social Media Content Creator
- Support in building and maintaining the ABTA photo and illustration library.
- Collaborate with our events manager on preparation of materials to promote events and awareness days
- Assisting with various Marketing admin tasks.

To be successful in this role, you will have:

- Tertiary qualifications in marketing, communications or related discipline is highly preferred, with 3+ years' experience in a similar position
- Demonstrated capacity to work collaboratively and constructively with multiple stakeholders, and to demonstrate creativity, initiative and effective personal judgment when working alone
- Exceptional writing skills and an ability to write for different audiences (internal and external) across a range of mediums e.g. media releases, newsletters, websites, advertising and promotional materials.
- Excellent level of attention to detail.
- Own PC and stable internet connection

Highly desirable skills and experience

Skills in Canva, Wordpress and Hubspot

What is the time commitment?

- Able to commit to 2 hours per week.
- Flexible hours
- Work from home
- Immediate start
- This is a voluntary role

Please address the full Key Selection Criteria outlined in the PD as part of your application.

How will the ABTA support me?

- Our Supportive Team is on hand to support you with anything you need for this role, including any training in the aforementioned applications and platforms.
- Complete onboarding to the ABTA ensures you are supported by our volunteer policies and procedures.

START DATE: As soon as possible.

For more information, please contact: projects@birthtrauma.org.au