

Internship Role Description

Marketing Administrator

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| Leadership | Grade 1 of 4 (Researching, Supporting) |
| Category | Administrators & Interns |
| Reporting Line | Reports to Managers Supervised by Coordinators |
| Agreement | Unpaid at 3 days per week |
| Term | 3 months |

Who we are

Communitier (CT) is a social enterprise with a mission to connect, engage and mobilise volunteers to tackle complex social issues. We're an aggregator, and we facilitate collaboration between government, corporate, education and community sectors to amplify their collective impact.

We are purposeful and pragmatic people who practise what we preach. We care deeply about other people, our community, and the environment we live in. Our organisational values are agency, equality, humanity, integrity and solidarity.

Pivoting through the challenging social and economic environment of the pandemic, we have emerged stronger with a new structure, a more diversified revenue stream and deeper customer engagements. We've also obtained substantial funding from contracts with the Department of Social Services and Study NSW that will accelerate our ability to achieve our vision whilst piloting new initiatives and validating new markets.

The Role

We're seeking an organised, expressive person with marketing ambitions who can produce and schedule user-centric content to reinforce CT's messaging and bring communications content to life. You will be able to present new perspectives in front of our stakeholders to challenge their accepted norms and put your own stamp on how CT tells our story to amplify social impact.

Working in the Marketing team, you will contribute to marketing initiatives and collaborate with team members in the Customer and Community teams to raise CT's profile and extend its reach.

Responsibilities

- Researching trending topics and channel opportunities to build the marketing calendar in accordance with Brand Strategy;
- Generating and adapting content across different mediums in accordance to CT's target audience, campaign objectives, and distribution channels;
- Collaborating with other teams to build individual thought leadership and social media presence on external channels;
- Collaborate with other Digital Storytellers to build a rich and growing library of content that communicates CT's impact and can be repurposed and distributed;
- Monitor and analyse the effectiveness of marketing campaigns, and adjust based on data-driven decisions alongside Coordinator and Manager to optimise future efforts;
- Any other work-related deliverables as directed by the Marketing Manager and CEO.

Competencies

Experience: **Some relevant** education and/or similar work experience

- Studying or training in Marketing, Communications, or a related field;
- Strong technical skills in videography or content writing;
- Experience with social media and email platforms.

Projects: **Project delivery** skills

- Developing knowledge of work practices and projects;
- Ability to handle multiple projects at once;
- Strong interpersonal and communication skills.

Communication

- Ability to **collaborate with** Administrators and Interns;
- Ability to **report** information back to Coordinators, Liaisons, Officers and Managers.

Specialisations

Interns are unpaid opportunities for students to hone their practice and to experience a work environment over a 3-4 month period. Administrators serve as an entry-level position to take on responsibilities that are core to CT's service delivery, from either a capacity and/or a competency level.

Career progression and development discussions are a regular agenda item between you and your line manager. In addition, the organisational chart is regularly reviewed, updated and communicated internally to show upcoming vacancies and new roles to match the growth of the organisation.

KPIs are set with your line manager on a quarterly basis.

Relationships

- Reports to: Marketing Manager
- Supervised by: Marketing Coordinator
- Works with: Functional team: Marketing
- Collaborates with: Digital Storytellers

Internship Program Overview

Communit eer internships are one-of-a-kind and highly rewarding to those who give it their all. Our most important asset is our people. Being a purpose-led organisation with a young workforce, we have a supportive tight-knit culture that comes from the passion in doing something greater for the world. Being a values-driven team, we run both external and internal campaigns to act on our care about people, the community and the environment we live in.

As we are currently in a transition phase from start-up to SME, we move fast, and our interns are absolutely part of that journey. We know that this journey isn't for everyone, thus at one-third of the way into every internship, we will check in to ensure there is a good mutual fit between us.

What do you give -> What do you get?

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| Successful completion of the internship | Pathway to employment A reference from us to improve your employability & potential career opportunities at Communit eer |
| Application of technical skills | Development of technical skills An internal expert or external mentor to guide you professionally |
| Engage in the workplace culture, including commitment to minimum at-office hours | Development of soft skills Structured education, ie. group workshops and 1-on-1 sessions on 'how' to work and be the owner of your scope of work with real impact |
| Willingness to learn and immerse yourself in your team | Swift and structured induction month 1-week induction schedule followed by 2-3 weeks of shadowing and functional work, with progressive responsibilities allowing you to prove yourself and achieve according to your ambition |
| Transparent communication about your progress, to what extent this internship is prioritised in your schedule and whether it aligns with your goals | Mutual relationship of being taken seriously Resources invested for your success & genuine respect given to you from day 1 as the owner of |

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| | your role |
| Fail fast, fail often approach | Upfront and constructive feedback Honest observations and assessment on how you are doing, what your strengths and weaknesses are |
| Hunger and curiosity for more, a go-getter attitude | Richer opportunities Referrals and direct introductions to our connections & entry to more opportunities within your team and across the organisation |

Grade 1 Leadership Autonomy

- Work with stakeholders on designated activities as a Marketing team member on a day-to-day basis;
- Ability to undertake routine activities with basic skills and knowledge;
- Exercise initiative in the application of established work procedures;
- Support the planning and production of activities within a clearly defined area of Marketing;
- Provide ad-hoc support and assistance to senior team members.