

## POSITION DESCRIPTION

<b>Position Title:</b>	Marketing and Content Administrator
<b>Hours of Work:</b>	Part-time (15.2 hours per week), Monday and Friday
<b>Reports to:</b>	Chief Executive Officer
<b>Division:</b>	Administration

### 1. Position Objective

- 1.1 Reporting to the Principal, the Marketing Administrator/Content Creator is responsible for providing marketing support services to the Pearce IP team two days per week.

### 2. Key Responsibilities

- 2.1 Coordinate, manage, develop, edit, and publish marketing collateral across a range of digital channels;
- 2.2 Ensure brand guidelines and writing style conventions detailed in the Style Guide are followed effectively, managing website updates and publishing content;
- 2.3 Manage production of creative multimedia assets (eg podcasts), including script and content review;
- 2.4 Monitor, analyse and report on content performance to drive channel performance and priorities
- 2.5 Provide support in the upload and updating of the Pearce IP Intranet;
- 2.6 Establish and foster solid working relationships with members of the Executive team;
- 2.7 Attend and actively participate in team, and company meetings as required;
- 2.8 Adhere to the Corporate Values and Behaviours, ensuring professional conduct and confidentiality is always maintained;
- 2.9 Ensure compliance with Pearce IP's Policies, Procedures, Systems and Processes;
- 2.10 Participate in, and promote a team environment based on supportiveness, development, sharing and effective communication;
- 2.11 Convey a positive and professional image of Pearce IP and its services;

- 2.12 Actively participate in the performance planning and development program, including the development of personal training and career development plans;
- 2.13 Provide a highly professional, responsive and customer oriented approach at all times;
- 2.14 Produce reports, documents and statistics in accordance with established standards and systems, as required and directed; and
- 2.15 Undertake other relevant duties as directed, consistent with the employee's skill, competence and training.

### **3. Key Selection Criteria**

- 3.1 Well developed analytical and problem solving skills, decision-making abilities, and resilience;
- 3.2 Experience and confidence acting in a fast paced, professional services environment;
- 3.3 Exceptional initiative along with the ability to pre-empt issues and identify solutions;
- 3.4 Structured, organised, efficient and completes tasks to a high standard, with a strong work ethic;
- 3.5 Knowledge of branding and graphic design;
- 3.6 Appreciation of digital marketing;
- 3.7 A great communicator (written and verbal) with the ability to work with a small, professional team.
- 3.8 Flexibility to work on Tuesday's when the Monday is a public holiday.

### **4. Qualifications and Experience**

- 4.1 2+ years of professional, hands-on experience in digital, marketing, social media or copywriting related role
- 4.2 Experience developing and managing social media content across channels such as LinkedIn
- 4.3 Experience using content management solutions
- 4.4 Advanced knowledge of WordPress (and anything else)
- 4.5 Experience using Mail Chimp is preferred