



Senior Marketing and Communications Specialist

- ✓ Attractive not-for-profit salary packaging options
 - ✓ Full time permanent role
- ✓ SCHADS Award Grade 6 and additional paid wellbeing leave
 - ✓ Convenient location based in Campsie
 - ✓ Flexible and hybrid working conditions

Metro Assist is seeking an experienced Senior Marketing and Communications Specialist to join our dynamic organisation which is committed to making a positive impact in people's lives.

About us

Metro Assist's vision is to achieve a fair society that respects diversity and enables all people to reach their full potential. We work with individuals, families and communities of diverse backgrounds including migrants and refugees and support their efforts to become resilient and empowered through our range of services.

We provide refugee settlement support, employment services, family services, emergency relief, tenancy advice, financial counselling and undertake community development projects and initiatives. More information about Metro Assist is available on our website www.metroassist.org.au

Metro Assist is currently strengthening and evolving its service delivery model as part of a broader period of organisational integration and growth. This is an exciting opportunity to join at a time of change, where you can play a key role in lifting organisational visibility, strengthening communications and improving outcomes for the communities we support.

About the role

The Senior Marketing and Communications Specialist leads the delivery of Metro Assist's marketing, communications and brand activity.

This is a senior specialist role combining communications planning, content creation, digital communications, storytelling, media coordination, internal communications support and stakeholder-facing materials.

Working closely with the Head of Impact and Policy, CEO, Executive Leadership Team and service leaders, you will translate organisational priorities, service outcomes, impact evidence and community stories into clear, accessible and compelling communications.

This role suits someone who can think strategically and also deliver: writing, planning, coordinating, publishing, briefing, improving systems and keeping communications activity moving across multiple teams and audiences.

The position is full time, permanent, and is responsible for the following:

- Developing and implementing communications and brand strategies aligned with organisational priorities.

- Planning and coordinating communications activity across programs, services, campaigns and advocacy priorities.
- Creating content for the website, newsletters, social media, reports, publications, stakeholder updates, campaigns and presentations.
- Translating service outcomes, data, impact evidence and community activity into clear stories and messages.
- Managing website content and social media channels, ensuring information is current, accurate, accessible and aligned.
- Coordinating annual report content, program collateral, stakeholder briefings and communication resources.
- Supporting media engagement, public communications, events, speaking opportunities and external stakeholder activity.
- Providing advice on messaging, tone, stakeholder sensitivities and reputational considerations.
- Supporting advocacy and impact reporting through clear written and visual communications.
- Managing external suppliers including design, marketing, media and communications providers.
- Maintaining digital assets, templates and communication resources.
- Monitoring communications activity and using data and feedback to improve reach, quality and effectiveness.
- Building trusted working relationships across service delivery, leadership and corporate teams.

The role does not have direct reports. It works with a high degree of autonomy within organisational direction set by the Head of Impact and Policy, CEO and Executive Leadership Team.

A detailed position description is available on our website: www.metroassist.org.au/workwithus

The salary is based on the SCHADS Award Grade 6. Generous salary packaging options are available to increase your take home pay, additional paid wellbeing leave days are provided to all staff, and flexible/hybrid working options are available. The successful applicant will also benefit from ongoing support and supervision, and have access to our confidential Employee Assistance Program offering a range of wellbeing supports.

Essential Selection Criteria

- Relevant qualifications in communications, marketing, media or a related field.
- Demonstrated experience in senior communications or marketing roles.
- Experience planning and delivering communications across multiple channels.
- Excellent writing, editing, storytelling and content development skills.
- Experience managing digital communications, including website content and social media.
- Ability to translate complex information, data and evidence into clear messaging.
- Sound judgement in relation to messaging, tone, risk, reputation and stakeholder sensitivities.
- Ability to coordinate multiple communications priorities and deliver to agreed timeframes.
- Experience working collaboratively with internal teams and external suppliers.
- Competence using digital media, publishing and graphic design tools.
- A commitment to inclusive, culturally safe and respectful communication.

Desirable Selection Criteria

- Experience in the not-for-profit, community services, government-funded or advocacy sectors.
- Experience working with impact, outcomes or evidence-based communications.
- Current NSW driver's licence and access to a comprehensively insured vehicle.

HOW TO APPLY

Applications close [insert closing date] and will be reviewed as they are received and must be submitted to:

recruitment@metroassist.org.au

Your application must address each of the selection criteria and include:

- A cover letter
- Statement against selection criteria
- A current resume including your full name, postal address and contact number
- Two of the most recent work-related referees stating names, positions and contact details

For enquiries regarding this position, please contact our Human Resources Manager, Jasmine McMullen on (02) 9789 3744 or email: recruitment@metroassist.org.au.

Please note that only shortlisted applicants will be contacted.

Metro Assist is an Equal Opportunity Employer and supports an inclusive approach in the workplace. We celebrate our diversity and welcome applications from all cultures, ages, religions, genders, LGBTQIA+ people, Aboriginal and Torres Strait Islander peoples, and people with disabilities.

All offers of employment are subject to a satisfactory National Police Check and provision of a current Working with Children Check.

The successful applicant will be required to provide evidence of appropriate legal rights to work in Australia.
