

Position Description – Marketing Assistant

Position Title:	Marketing Assistant	Reports To:	Marketing Manager
Supervising:	NA	Liaises With:	Employees, residents, and resident's representatives

<u>Our Vision:</u>	Care without Compromise
<u>Our Mission:</u>	<i>"Enhancing quality of life choices for our community"</i>
<u>Our Values:</u>	<p>Compassion We care for those in need with empathy and understanding</p> <p>Excellence We strive for quality and distinction</p> <p>Integrity We are honest, ethical and sincere</p> <p>Respect We recognise the value, uniqueness and dignity of every</p>

Position Purpose:	<p>To support the marketing team in its delivery of Mayflower's strategic marketing and communication initiatives.</p> <p>The Marketing Assistant will work across multiple time-sensitive marketing projects, with an immediate focus on creating and scheduling content for resident menu displays across all Mayflower's Residential Aged Care locations. The role supports campaign execution, ensures brand consistency and contributes to organisational communications and engagement efforts.</p>
Qualifications, checks and licences:	<ul style="list-style-type: none"> • Minimum 2 years of experience in marketing coordination, administration, or support role • Clear NDIS Worker Screening Check • Full COVID vaccination

Key Selection Criteria

Essential

- Experience in an administration or support role in Marketing, Communications, or related field
- Experience working with:
 - Microsoft 365 (specifically PowerPoint, Word, Excel, Teams)
 - CANVA
 - Sprout or another social media scheduling tool (desirable, not essential)
- Experience in writing, editing and proof reading
- Demonstrated ability to coordinate tasks and meet project timelines

Responsibilities/Duties

Content & Communication	<ul style="list-style-type: none"> • Draft, design, proofread and edit marketing materials in digital and print form • Prepare and schedule organisational communications • Source and edit images, graphics and videos for campaigns • Liaise professionally and effectively with relevant stakeholders, both internal and external
Market Research & Data	<ul style="list-style-type: none"> • Gather and compile data for marketing reports and insights • Conduct basic market research and competitor analysis relevant to aged care

Position Description – Marketing Assistant

Brand & Collateral Management	<ul style="list-style-type: none"> Ensure content language and messaging applied across all materials is in line with Mayflowers' values and is consistent with the brand guidelines Support the development and maintenance of branded templates and resources
Campaign Support	<ul style="list-style-type: none"> Assist with planning, coordination, and execution of marketing and community engagement campaigns / initiatives Prepare presentations and briefing documents Coordinate printing, production, and distribution of marketing collateral Monitor and prepare report on campaign performance metrics Within scope of this role, provide support to additional duties that may arise from organisational priorities
Compliance	<ul style="list-style-type: none"> Comply with Mayflower's policies and procedures Follow directives of supervisors Act in accordance with Mayflower's values
Skills and competencies	<ul style="list-style-type: none"> Strong organisational skills and attention to detail Strong time management and multi-tasking skills Ability to handle ad-hoc projects Proactive and able to work independently while taking direction Participate in meetings and in-service training sessions Pursue ongoing development and contribute to continuous improvement
Work Health Safety	<ul style="list-style-type: none"> Comply with the OHS Act 2004, including: Take reasonable care to ensure your own safety, not place others at risk by any act or omission, follow safe work practices and procedures, use and care for equipment as instructed, not wilfully and recklessly interfere with safety equipment, report hazards and injuries, and cooperate with Mayflower to meet OHS obligations

Key Performance Indicators
<ul style="list-style-type: none"> Content Production Timeliness - All marketing materials are delivered by agreed deadlines, with allowances made for changes in priorities or unforeseen circumstances. (Target: 100%) Accuracy & Quality - Less than 3% of outputs require significant revisions or corrections prior to publication. (Target: <3%) Brand Compliance - All materials are fully aligned with Mayflower's brand guidelines. (Target: 100%)

I have read, understood and accept the above position description.

Employee Name:		Signature:		Date:	
Manager Name:		Signature:		Date:	

☐ Copy to Employee ☐ Copy to Personnel File Completed By: (Initials) Date: / /