

Marketing & Communications Assistant

Purpose of Position

To assist the Marketing & Communications Manager in developing and implementing marketing and communication strategies, policies, and plans to achieve EXITO's strategic and operational goals.

Reporting Relationships

Reports To:	Marketing & Communications Manager (MCM)
Direct Reports:	Nil

Delegated Authority

Financial	In accordance with communications budget and manager's directives
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External Relationships	Internal Relationships	Committees / Groups
Sector employers and potential employer / clients Employees / Trainees Training Providers Assessors Media providers Industry Associations, ITF, Schools	All staff	Special Interest Groups

Key Result Area	Performance Indicators	Performance Measure
Communicate effectively with EXITO's customers	<ul style="list-style-type: none"> • Newsletter is produced • Certificate completions and trainee success are celebrated • Companies are acknowledged for best practice and special activities • Presentation ceremonies are organised in conjunction with the Industry Training Advisors and media releases produced where appropriate • Coordinate all advertising placement in accordance with the EXITO communication plan • Assist MCM with organisation of industry events including conferences and trade shows 	<ul style="list-style-type: none"> • In accordance with EXITO Communications Plan • Certificate achievements are acknowledged via newsletter. • Ongoing • Editorial coverage achieved • Adverts placed in key publications. • As required
Implementation of the EXITO careers communication strategy for all sectors	<ul style="list-style-type: none"> • Develop and maintain a calendar of appropriate career expos and events • Arrange attendance at and/or attend career expos and events as agreed with the MCM 	<ul style="list-style-type: none"> • Calendar is developed • Career expos and events attended as appropriate

Key Result Area	Performance Indicators	Performance Measure
	<ul style="list-style-type: none"> • Deal with all career enquiries promptly and to the agreed standard. • Maintain database of and manage communication with all students who register through the INZONE Experience (Bus and Kiosks) • Promote the INZONE Experience calendar to internal staff and stakeholders • Arrange follow-up experience days with industry reps and other profile raising activities as appropriate • Develop and maintain dedicated careers section on the EXITO website • Assist with the development of appropriate career collateral in accordance with EXITO brand 	<ul style="list-style-type: none"> • As required • Information is sent out weekly and activity reports are provided to each Sector Advisory Group meeting for the previous period • Dates included in all EXITO newsletters and calendars • As required • Website traffic is increased • As required
Website format, development and maintenance.	<ul style="list-style-type: none"> • Maintenance and updating of all data on the website • Liaison with EXITO staff to ensure currency of information • Ensure format and design are consistent 	<ul style="list-style-type: none"> • All updating is carried out in a timely manner • All information is current and accurate • Website is easy to use and representative of the brand
Internet and website technologies	<ul style="list-style-type: none"> • Investigate and implement relevant social media opportunities in accordance with the Communications Plan 	<ul style="list-style-type: none"> • Dedicated social media channels are established
Maintenance of a current database of all key stakeholders.	<ul style="list-style-type: none"> • Database regularly reviewed and maintained in association with Administration team 	<ul style="list-style-type: none"> • Database is up to date with stakeholders
Event Management	<ul style="list-style-type: none"> • Assist MCM in the organisation of EXITO internal events 	<ul style="list-style-type: none"> • A Board and/or joint staff retreat is held each year
Research	<ul style="list-style-type: none"> • Assist MCM in planning and organising industry research related to industry training plans and skill needs • Assist MCM in communicating summary findings to EXITO stakeholders through a variety of communication channels • Assist MCM in undertaking regular customer satisfaction surveys to determine EXITO performance and gaps in service delivery 	<ul style="list-style-type: none"> • Ongoing programme of industry research is maintained, meeting needs of EXITO and industry related to skill development and leadership • Customer satisfaction benchmarks are established and measured at appropriate intervals to

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		obtain required feedback.
Brand Management	<ul style="list-style-type: none"> Assist MCM in producing, maintaining and updating EXITO collateral and promotional material in accordance with the EXITO brand Assist MCM in good brand management, following Brand Application guidelines for all EXITO brand activity 	<ul style="list-style-type: none"> Marketing collateral and promotional material is current, accurate and produced to high standard Usage of EXITO brand and communication tools used by staff are consistent and compliant.
Budgets	<ul style="list-style-type: none"> Work in accordance with the annual marketing and communications budget 	<ul style="list-style-type: none"> Work is achieved within budget

Person Specification	Attributes
Education/Experience	<ul style="list-style-type: none"> Recent graduate or someone with the equivalent marketing/communications experience
Special Skills	<ul style="list-style-type: none"> Innovative and creative thinking with critical and objective analysis An eye for design and excellent attention to detail Advanced knowledge of MS Office Knowledge of design software (InDesign/Dreamweaver) an advantage Social media experience and website management an advantage
Attributes	<ul style="list-style-type: none"> Strong interpersonal and communication skills relevant to both internal and external stakeholders Good business and copy writing skills Excellent organisation and administration skills Can do attitude Good rapport building / trust building Must be trustworthy and able to work in a high trust environment Able to travel periodically
Physical Requirement	<ul style="list-style-type: none"> Fit and able to travel and work in outside environments.

Variation of Duties

Duties and responsibilities described above should not be construed as a complete and exhaustive list as it is not the intention to limit in any way the scope or functions of this position. Duties and responsibilities can be amended from time to time either by addition, deletion or straight amendment by the CEO to meet any changing conditions as to examine or provide information on any specific project or circumstance.