

POSITION DESCRIPTION

Title: Marketing and Communications Assistant

Status: Permanent

Days: 5 days per week

Classification: HEW 4

Reports to: Marketing Manager

Direct reports: Nil

Issue date: April 2026

JOB PURPOSE

The Marketing & Communications Assistant provides essential marketing and administration support to ensure the delivery of marketing activities across digital platforms, events, and internal processes.

This role focuses on uploading content, maintaining records and databases, organising assets, coordinating logistical tasks, supporting the production and distribution of marketing materials that strengthen NAS' visibility and reputation.

The Marketing and Communications Assistant helps ensure that NAS's communications are welcoming, representative, and aligned with best practice standards for inclusive content, respect the diversity of our community, and that marketing activities are designed with audience awareness and engagement in mind.

KEY RESPONSIBILITIES

Digital Support and Content Coordination

- Prepare, schedule, and upload social media posts ensuring accuracy with content plans.
- Update website content as directed.
- Source, organise, label, and resize images for digital and print use.
- Support the creation of simple digital assets using templates in Canva or Adobe Express.
- Draft short-form copy digital channels.
- Maintain organised digital filing systems for images, assets, and marketing materials.

Diversity, Inclusion, and Audience Awareness

- Understanding of inclusive communication principles and the ability to apply them in content creation, imagery selection, and audience engagement.
- Awareness of diverse audiences and the ability to support marketing activities that are welcoming, accessible, and reflective of NAS's community.
- Commitment to NAS values, including respectful communication and culturally safe practice.

Marketing Administration

- Maintain accurate CRM and database records to support audience segmentation and communications.
- Support procurement processes including obtaining quotes, preparing purchase orders, and liaising with suppliers under guidance.
- Assist with setting up Eventbrite, Humanitix, or similar event/ticketing pages.
- Assist with the distribution of marketing collateral across campus and external partners.
- Provide general administrative support to the team, including inbox monitoring, scheduling tasks, and organising documents.

Campaign and Event Support

- Provide administrative and logistical support for marketing campaigns (e.g., tracking tasks, preparing materials).

- Assist with event duties such as attendee check-ins, signage placement, photography and documentation of activities.
- Support the production of publications, promotional collateral and marketing support.
- Download and prepare campaign reports for management reporting.

Brand and Communications Support

- Ensure all marketing materials follow NAS brand guidelines and templates.
- Assist with basic proofreading tasks and quality checks to ensure accuracy before publication.
- Support accessibility and inclusivity by applying standard formatting and content standards.

General Responsibilities

- Provide administrative and task-based support to the marketing team as required.
- Work occasional evenings and weekends to support organisational events and activities.
- Uphold NAS values and comply with Ethical Practice, EEO, WHS, and SSO requirements.
- Perform other duties consistent with the scope and purpose of this role.

QUALIFICATIONS / EXPERIENCE

- Relevant tertiary study in marketing, communications, arts administration, or related fields; or equivalent experience.
- Strong written and verbal communication skills.

- Good organisational skills, attention to detail, and ability to manage routine tasks reliably.
- Basic experience with social media platforms and website content management systems.
- Competence with Microsoft Office and willingness to learn digital tools.
- Experience using CRM systems and an interest in developing further capability.
- Basic design skills and experience using Canva or similar template based tools.
- Interest in visual art, creative industries, or arts education.
- Understanding of EEO, Ethical Practice, WHS, and inclusive communication principles.

KEY RELATIONSHIPS

Internal	
Marketing Manager	Direct reporting line; provides guidance, priorities, direction, and performance feedback.
Marketing & Communications Coordinator	Works closely on day-to-day tasks/projects, provides support and content/materials for processing.
Other NAS teams and staff	Supports communication, coordination, and marketing-related administrative needs.
External	
Stakeholders	Develop and maintain effective working relationships and supplier management.

ACKNOWLEDGMENT

I have read and understood this position description and I accept the key accountabilities outlined in this position description. I understand that this position description is used primarily for the purposes of position salary band evaluation, candidate information and as a reference point for performance agreements and reviews. This position description does not attempt to define specific tasks of the position.

Print Name: _____

Signed: _____

Date: _____