

## Marketing and Social Media Assistant

### Position description

Employer	Monash Graduate Association Inc
Level/Classification	HEW 3
Employment Type	Graduate student casual position Up to 7.5 hours per week
Work Location	Caulfield / Clayton Campus
Date document created/updated	Jan 2021/May 2025

### Organisational context

The Monash Graduate Association Inc. (MGA) is an independent incorporated body that is responsible for, and answerable to, the Monash University graduate community, as represented by the MGA Executive Committee (MGAEC). The MGA is the cross-campus representative body for all graduates enrolled through Monash University and is recognised as such by Monash University in the University's Regulations. Services and support are provided to over 26,000 graduates across the Victorian campuses of Caulfield, Clayton, Parkville and Peninsula as well as numerous off campus locations.

The MGA provides services and support to graduates studying by distance education, as well as off-campus graduates located at the Alfred Hospital complex, Monash Medical Centre and over 40 other government, medical and private organisations within Victoria. The MGA also provides limited support to graduates enrolled through the Monash Malaysia campus.

The MGA runs two full-time offices; the central office located at Clayton campus and a subsidiary office at Caulfield campus. Regular office/advocacy sessions are scheduled for the smaller sites. Services provided to graduates include advice and advocacy, representation, social events, academic support in the form of workshops and seminars, orientation and transition, information dissemination in the form of graduate-specific publications and website, policy development and quality assurance.

The MGAEC is the representative and governing body of the MGA. The Executive Officer of the MGA works closely with the MGA President and reports directly to the MGAEC. The management of all staff and operations of the MGA is the responsibility of the Executive Officer.

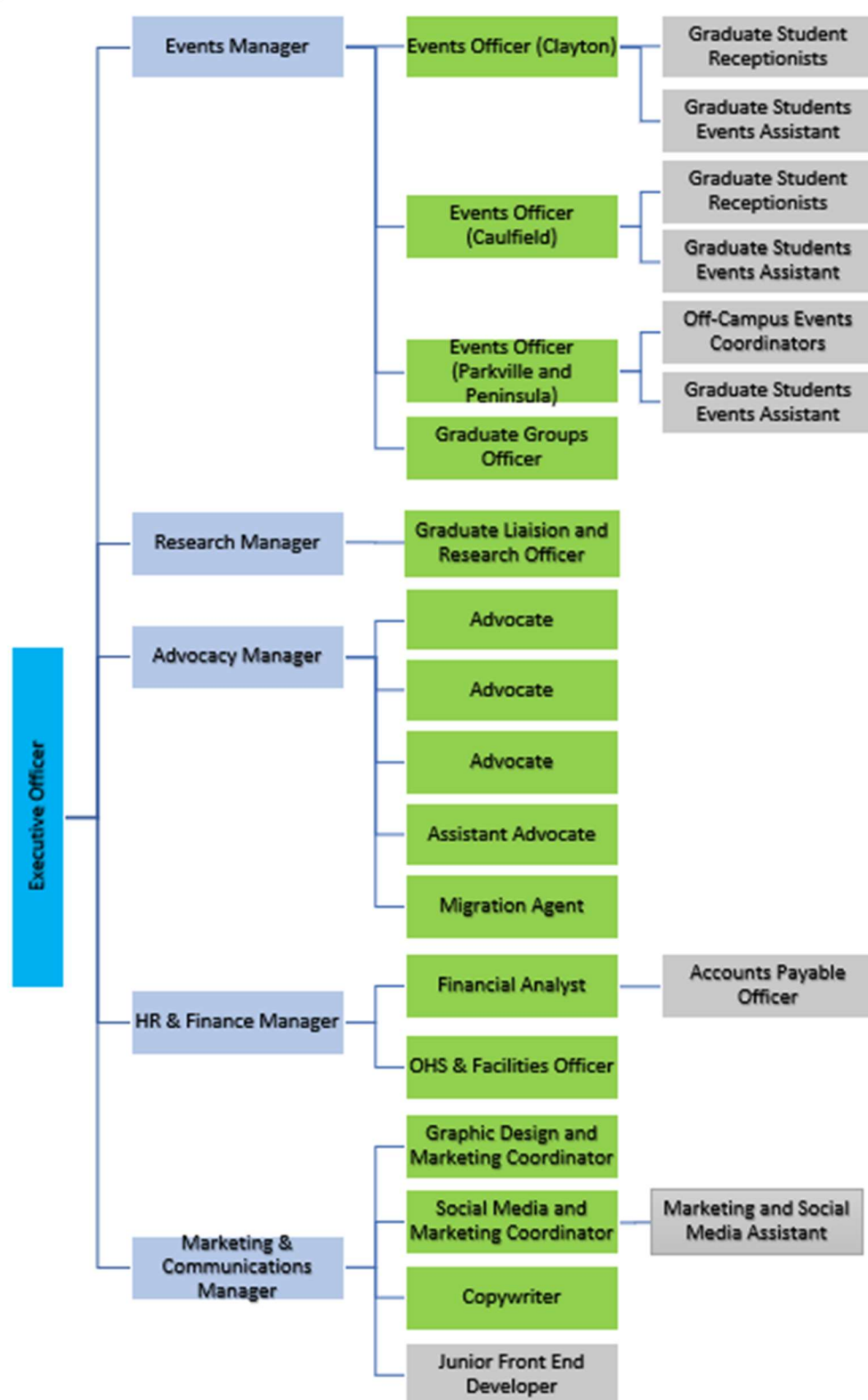
### Position purpose

This position has been created as part of the MGA's graduate employment program. The position is open only to graduate students currently enrolled at Monash University Australia.

The Marketing and Social Media Assistant will report to the Social Media and Marketing Coordinator and support the planning, creation, scheduling, and management of content across MGA's digital platforms. Working under routine supervision, the incumbent will collaborate closely with the Marketing and Communications team to help deliver MGA's communication strategies and objective.

- **Reporting line:** The Marketing and Social Media Assistant will report to the Social Media and Marketing Coordinator.
- **Supervisory responsibilities:** Not applicable.
- **Financial delegation and /or budget responsibilities:** Not applicable.

## Staff organisational chart



Version: May 2025

## Key result areas and responsibility

1. Assist in content scheduling and management
  - Schedule and publish posts across MGA's social media platforms (primarily Instagram and Facebook)
  - Assist the Social Media and Marketing Coordinator in content planning
2. Assist in monitoring and responding to direct messages received via MGA's Instagram and Facebook inboxes
  - Respond to basic queries in a timely, professional, and approachable manner, reflecting MGA's values and tone of voice
  - Redirect complex or sensitive messages, or messages requiring advice, to the appropriate team member as needed
  - Track recurring questions to help maintain consistent and efficient responses
3. Attend events and assist with filming and editing social media content
  - Under the guidance of the Social Media and Marketing Coordinator, attend MGA events (where required) to provide event coverage of photos and video content for MGA's social platforms
  - Assist with the filming and editing of photo and video content
4. Perform additional duties as required
  - Support the preparation of monthly social media performance reports and analytics
  - Assist in maintaining existing partnerships and identifying new business or retail opportunities for the MGA Rewards program

## Selection criteria

### Essential

1. Understanding of marketing, communications, or advertising.
2. Excellent attention to detail.
3. Familiarity with social media scheduling tools such as Meta Business Suite.
4. Experience with filming and editing photo and video content using tools such as Canva and/or Capcut.
5. Strong communication skills and the ability to work effectively in a team.
6. Creative flair and a genuine interest in social media marketing.

### Desirable

1. Experience with Adobe Suite such as Adobe Photoshop, Illustrator, Premiere Pro and Lightroom.
2. Proficiency in Mandarin, with the ability to create written content for social media in Mandarin.

### Other job-related information

- The position is based in the MGA Office, either at Clayton or Caulfield campus.
- Some duties may require availability outside of regular office hours.

### Legal compliance

All staff employed by the MGA must be aware of and adhere to state and federal legislation and MGA policy relevant to the duties undertaken including in the areas of: Equal Opportunity; Discrimination; Occupational Health and Safety; Privacy; and Finance.