ABN 86 800 958 958

Marketing Assistant

Position description

Employer	Monash Graduate Association Inc
Level/Classification	HEW 3
Employment Type	Graduate student casual position 7.5 to 15 hours per week
Work Location	Caulfield / Clayton Campus
Date document created/updated	Nov 2026

Organisational context

The Monash Graduate Association Inc. (MGA) is an independent incorporated body that is responsible for, and answerable to, the Monash University graduate student community, as represented by the MGA Executive Committee (MGAEC). The MGA is the cross-campus representative body for all graduate students enrolled through Monash University and is recognised as such by Monash University in the University's Regulations. Services and support are provided to over 35,000 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; one located at Clayton campus and one office at Caulfield campus. Regular office/advocacy sessions are scheduled for the smaller sites. Services provided to graduate students 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.

Why our staff work with us



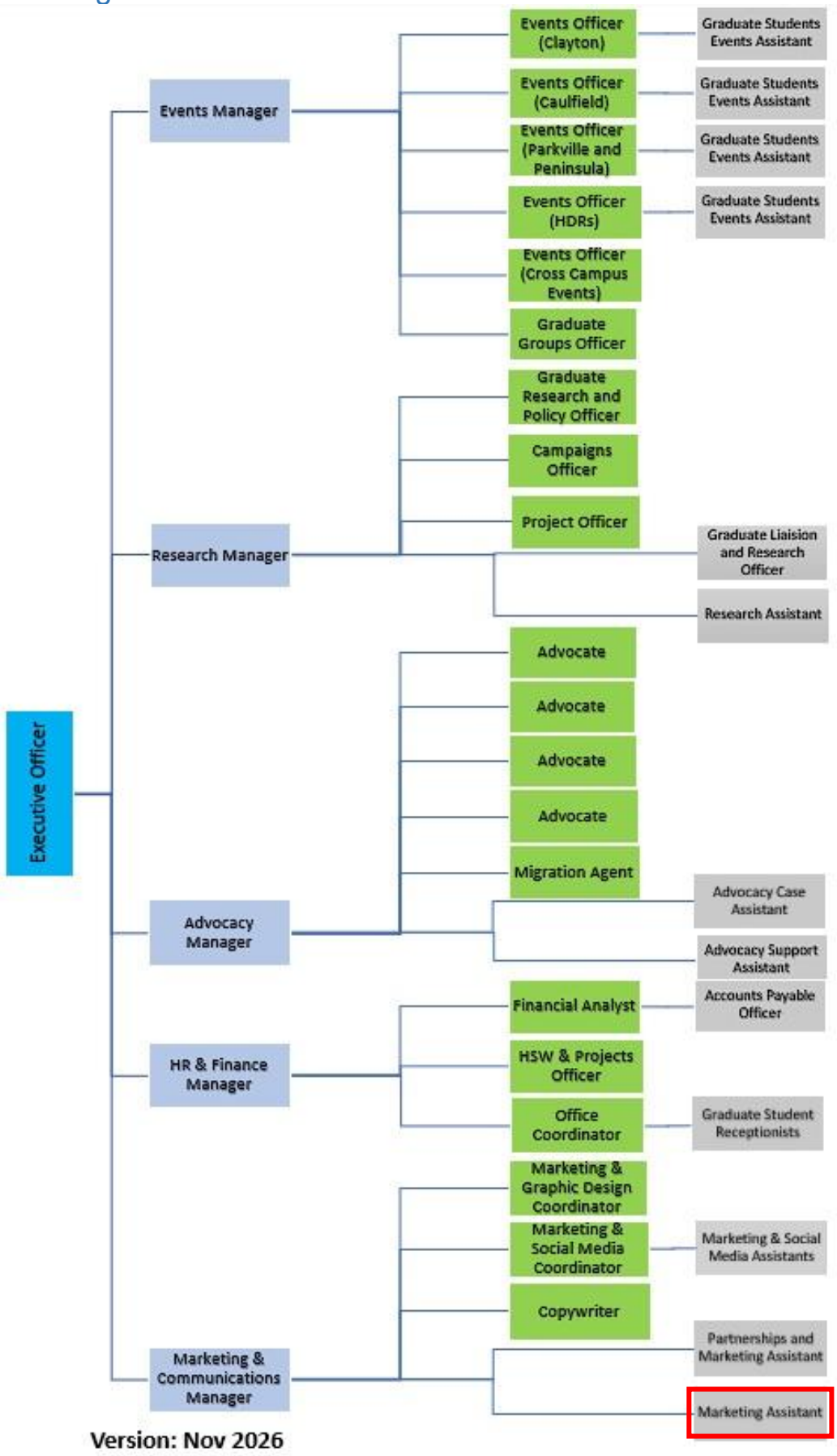
Position purpose

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 Assistant will work under the direction of the Marketing and Communications Manager, providing administrative and operational support across a range of marketing and communications activities. This role involves close collaboration with the Marketing and Communications team to support the delivery of MGA's communication strategies and objectives.

- **Reporting line**: The Marketing and Social Media Assistant will report to the Marketing and Communications Manager.
- **Level of supervision**: General direction.
- **Supervisory responsibilities**: Not applicable.
- **Financial delegation and /or budget responsibilities**: Not applicable.

Staff organisational chart



Key result areas and responsibility

1. Marketing administration and operational support
    - Assist with data entry, including event listings, marketing databases, and spreadsheets.
    - Assist with merchandise stocktakes, inventory management and stock distribution.
    - Support the preparation and distribution of merchandise, promotional materials and other resources for events, campaigns, competitions and giveaways.
    - Provide general administrative and operational support to the Marketing and Communications team.
2. Digital communications and social media support
    - Support routine website updates, event listings and newsletter preparation.
    - Assist with basic content creation, including capturing photo and video content at MGA events and activities, as required.
    - Assist with scheduling and publishing approved content across MGA's social media platforms.
3. Marketing reporting and analytics support
    - Assist with updating reporting spreadsheets and records.
    - Support the preparation of regular marketing performance reports.
4. Perform additional duties as required
    - Undertake other marketing and communications-related tasks as directed by the Marketing and Communications Manager.

Selection criteria

Essential

1. A relevant qualification or an equivalent combination of education, training and experience.
2. Strong organisational skills, attention to detail and the ability to manage multiple tasks and priorities.
3. Familiarity with social media platforms and an understanding of digital communications.
4. Good written and verbal communication skills and the ability to work effectively in a team.
5. A willingness to learn new systems and processes, with a proactive and flexible approach to work.

Desirable

1. Completed or currently enrolled in a degree relating to marketing, communications or advertising.
2. Experience using content management systems (CMS), email marketing platforms, social media scheduling tools, and basic content creation tools such as Canva and Capcut, with basic knowledge of HTML and CSS.
3. Previous experience in an administrative, marketing or communications support role.

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.