

Marketing and Social Media 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	Jan 2021 Dec 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 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.

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



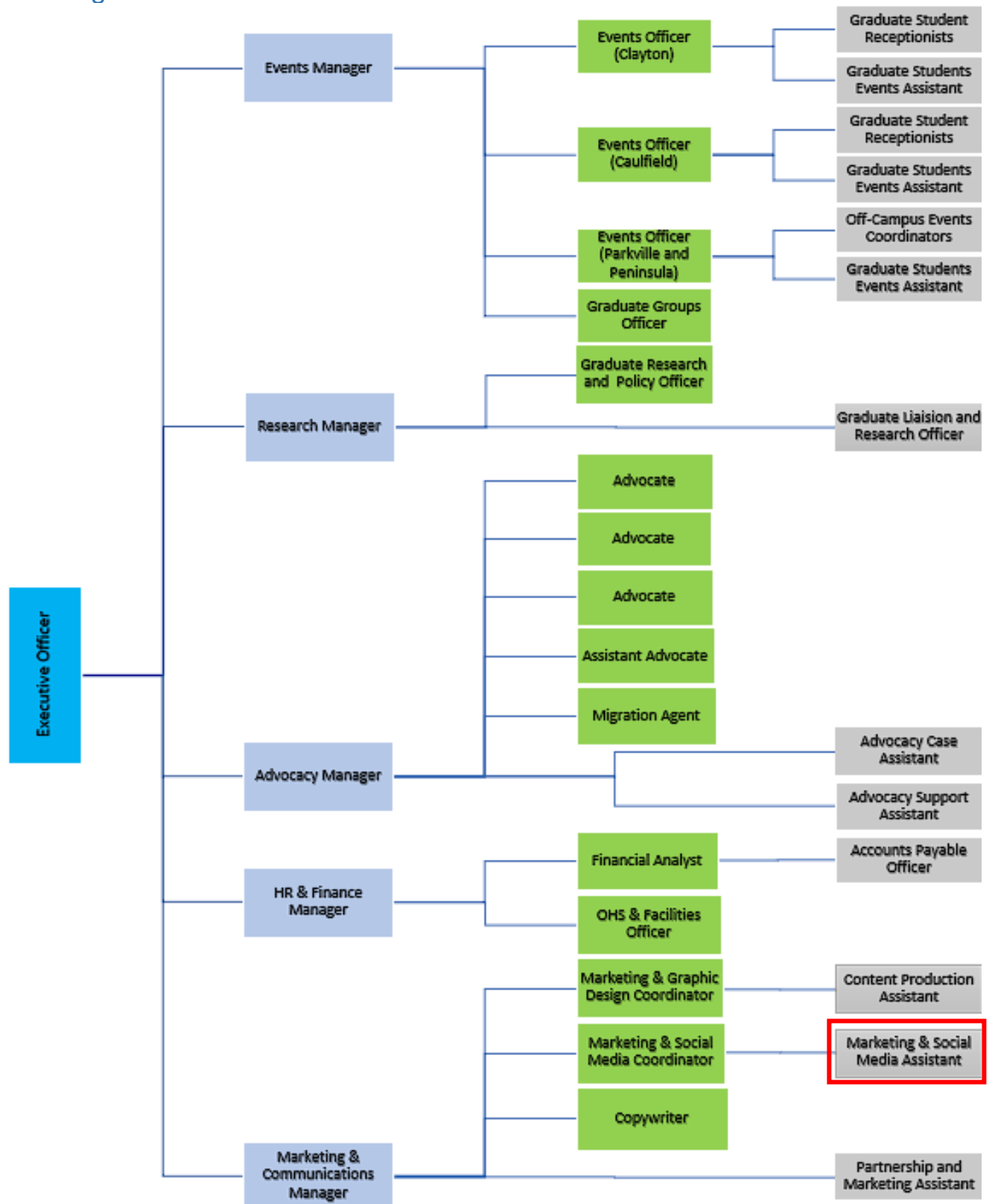
Position purpose

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 and Social Media Assistant will work under the direction of the Marketing and Social Media Coordinator, and will support the planning, creation, scheduling, and management of content across digital platforms. 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 Social Media Coordinator.
- **Level of supervision:** general direction
- **Supervisory responsibilities:** Not applicable.
- **Financial delegation and /or budget responsibilities:** Not applicable.

Staff organisational chart



Version: Nov 2025

Key result areas and responsibility

1. Content scheduling and management
 - Assist in scheduling and publishing posts across MGA's social media platforms (Instagram, RED, LinkedIn, Facebook)
 - Assist the Marketing and Social Media Coordinator in content planning
2. Assist in monitoring and responding to direct messages received via MGA's Instagram and Facebook inboxes
 - Respond to basic student queries in a timely, professional, and approachable manner, reflecting MGA's values and tone of voice
 - Redirect complex or sensitive messages to the appropriate team member
 - Track recurring questions to help maintain consistent and efficient responses
3. Attend events and assist with filming and editing social media content
 - With guidance from the Marketing and Social Media Coordinator, attend MGA events (where required) to provide event coverage of photos and video content for our social platforms
 - Assist with the filming and editing of photo and video content
4. Perform additional duties as required

Selection criteria

Essential

1. A relevant qualification or an equivalent combination of education, training and experience.
2. Strong 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. Good communication skills and the ability to work effectively in a team.
6. Creative flair and an interest in social media marketing.

Desirable

1. Completed or currently enrolled in a degree relating to marketing, communications or advertising.
2. Experience with Adobe Suite such as Adobe Photoshop, Illustrator, Premiere Pro and Lightroom.
3. 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.