

## Partnerships and Marketing Assistant

### Position description

Employer	Monash Graduate Association Inc
Level/Classification	HEW 3
Employment Type	Graduate student casual position 7.5 to 22.5 hours per week
Work Location	Caulfield / Clayton Campus
Date document created/updated	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



Not-for-profit



Inclusive culture



Supportive teams



Flexible workplace



Sustainability focused



Encourage learning



Five weeks leave



Generous parental leave



Enabling social justice

### Position purpose

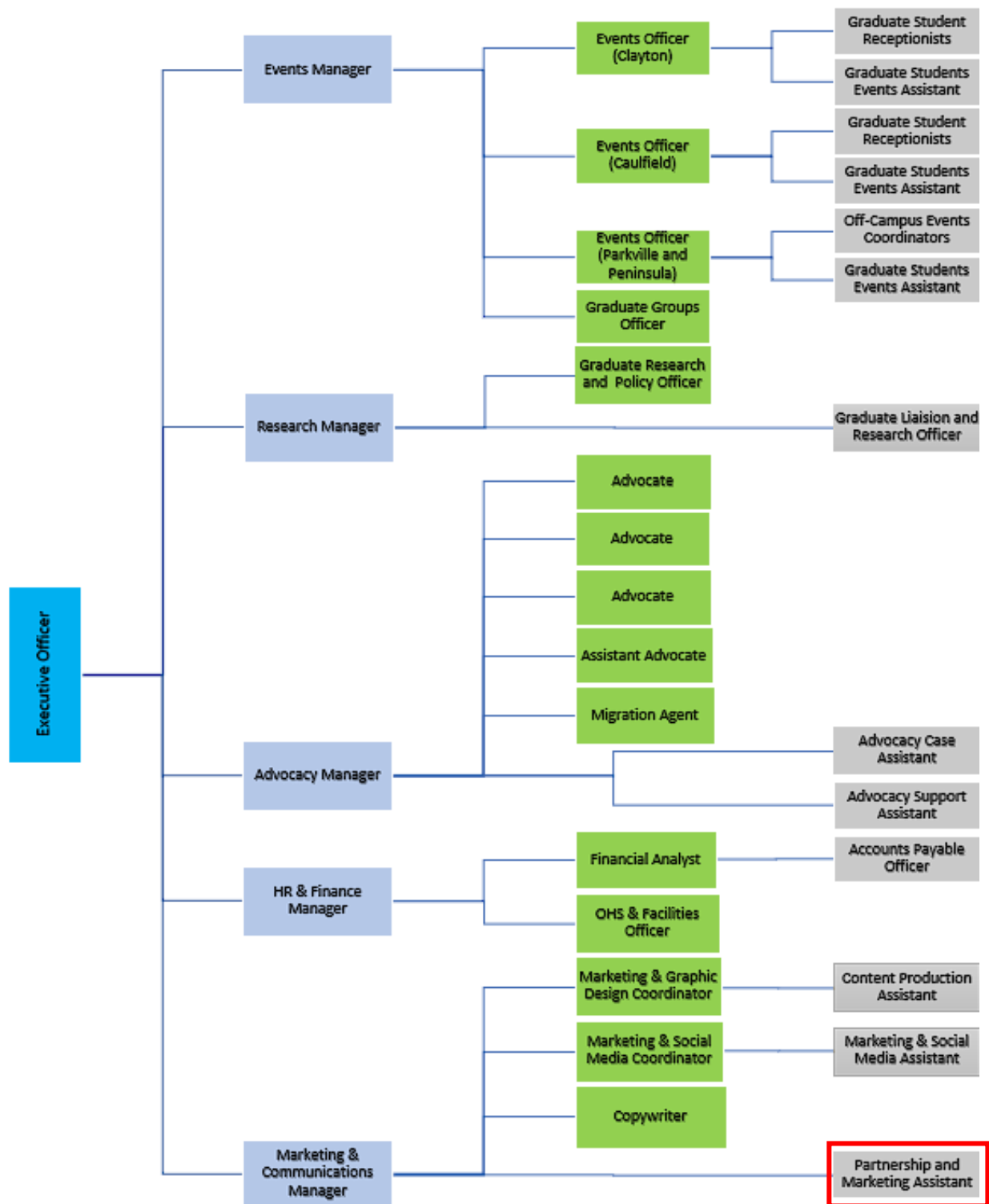
This position has been created as part of the MGA's graduate employment program. The position is open only to graduate students currently enrolled at Monash University Australia.

The Partnerships and Marketing Assistant will work under the direction of the Marketing and Communications Manager and will support the growth of the MGA Rewards Program through sales outreach, partner acquisition, and basic marketing tasks. This role assists in identifying new brand partners, promoting the value of the program, and helping secure discounts and benefits for graduate students.

This role involves close collaboration with the Marketing and Communications team to support the delivery of MGA Rewards Program's communication strategies and objectives.

- **Reporting line:** The Partnerships and Marketing 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



Version: Nov 2025

## Key result areas and responsibility

### 1. Sales Outreach and Lead Generation

- Help research and identify potential businesses, brands, and service providers relevant to the MGA Rewards Program.
- Support in building prospect lists and conduct initial outreach (email, phone, in-person visits where appropriate)
- Promote the MGA Rewards Program to prospective partners

### 2. Partnership Acquisition Support

- Assist in preparing basic pitch decks, email templates, info sheets, and promotional materials for outreach
- Collect required documents, offer details, and marketing assets from new partners
- Keep an updated list of leads and follow-up actions.

### 3. Ongoing Partner Liaison and Coordination

- Respond to general partner enquiries
- Help maintain positive relationships by coordinating updates or promotional support for partners
- Track offer expiry dates and notify the manager when renewals or updates are needed

### 4. Marketing and Promotions Support

- Work with the Marketing and Communications team to ensure new offers are accurately published and promoted
- Assist in gathering photos, brand assets, and content for marketing campaigns
- Support broader marketing initiatives to increase student awareness of the Rewards Program

### 5. Administration and Reporting

- Maintain accurate and organised records of partners, outreach activity, agreements, and offer details.
- Support program evaluation through data entry, basic analytics, or feedback collection

### 6. Other duties as directed.

## Selection criteria

### Essential

1. A relevant qualification or an equivalent combination of education, training and experience.
2. Strong communication and interpersonal skills, with confidence in conducting outreach and speaking with external businesses independently.
3. Solid organisational skills and the ability to manage follow-ups reliably.
4. Interest in sales, marketing, sponsorship, partnerships, or business development.
5. Ability to work effectively independently, with a team, and with guidance from the manager.
6. Basic experience with email, spreadsheets, and online research.

### Desirable

1. Completed or currently enrolled in a degree relating to sales, marketing or communications.
2. Experience in customer service, retail, sales, or outreach roles.
3. Familiarity with the MGA Rewards Program.
4. Knowledge of the graduate student experience.

### 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.