Copywriter

Position Description

<table>
<thead>
<tr>
<th>Employer</th>
<th>Monash Graduate Association Inc</th>
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<tbody>
<tr>
<td>Level/Classification</td>
<td>HEW 5</td>
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<tr>
<td>Employment Type</td>
<td>Part time</td>
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<td></td>
<td>0.4 FTE (2 days/week)</td>
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<tr>
<td>Work Location</td>
<td>Caulfield Campus</td>
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<tr>
<td>Date document created/updated</td>
<td>23 December 2018/ July 2023</td>
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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; 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
Under the direction of the Marketing and Communication Officer, the Copywriter is responsible for writing clear, compelling copy for the various digital marketing mediums utilised by the MGA (e.g. newsletter, website and social media).

- **Reporting line**: The Copywriter will report to the Marketing and Communications Officer.

- **Supervisory responsibilities**: Not applicable.

- **Level of supervision**: General direction

- **Financial delegation and /or budget responsibilities**: Not applicable.

- **Contribution to UN Sustainable Development Goal Targets**:
  - 3.4
  - 8.4
  - 10.2
  - 12.5, 12.8
  - 14.1
Key result areas and responsibility

- Write clear, captivating copy with a distinct voice to inform and engage graduate students.
- Conduct high-quality research and interviews to inform copy.
- Produce pristine, error-free content that adheres to the organisation’s style guidelines.
- Ensure that the copy works hand-in-hand with the visual concepts generated by the marketing team.
- Collaborate with the marketing team on marketing projects to develop engaging content for marketing materials (e.g. email campaigns, social media posts, website landing pages).

Selection criteria

1. Tertiary qualification and/or relevant training and experience.
2. Experience in producing copy for digital, print and other marketing mediums with a portfolio demonstrating a range of written works across various platforms.
3. Ability to produce high-quality written work, with an understanding of structure, context and tone, and a demonstrated ability to adhere to the rules of style, spelling, composition and grammar.
4. Demonstrated organisational and time management skills, including the ability to plan and evaluate activities, set priorities and perform well under pressure.
5. Experience in collaborating with cross-functional teams and managing multiple stakeholders.
6. A proactive and self-motivated attitude with a passion for continuous learning and keeping up with industry trends.

Other job-related information

- The incumbent will be expected to assist in other areas of MGA service delivery when required.
- Travel to, and work on, other campuses and off-campus sites may occasionally be required.
- Some out-of-hours work may be required.
- There may be peak periods of work during which the taking of leave may be restricted.
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.