

Position Description

Position Title:	Marketing Administrator
Section:	Administration
Award Classification:	Neighbourhood Houses and Adult Learning Centres Collective Agreement, SCHADS level 2
Days	Tuesday & Thursday (onsite)
Hours:	14 hours per week (during business hours)
Date Approved:	August 2026 (revised)
Position Objectives:	To maintain and develop digital platforms, including social media, website and brochure, to engage with current and potential audiences. Produce high-quality content that communicates key messages and promotes programs or services effectively.

Key Behavioural Requirements

Undertake the role in a manner that demonstrates commitment to:

- a positive teamwork environment of POCH&LCI,
- the principles of working together forming a cohesive team, and
- adhering to POCH&LCI's Vision, Mission and Core Values.

Our Mission

To provide opportunities for equitable community engagement through social, recreational and learning activities.

Our Vision

Strengthened Community Participation, Capability Enhancement and Wellbeing.

POCH&LCI Values:

Integrity	Honest, ethical and committed.
Diversity	Recognise the value of the unique contribution of each and every individual.
Belonging	Promoting a sense of community spirit and acceptance.
Sustainability	Striving for excellence, environmental awareness and resilience.
Accountability	Transparency, Openness and Good Governance.

POCH&LCI is a child safe environment. Our Centre actively promotes the safety and wellbeing of all children, and all staff members are committed to protecting children from abuse or harm in the environment, in accordance with their legal obligations including child safe standards.

Key Result Area	Outputs
1. Marketing	• Produce high-quality promotional content, promotional flyers and posters. • Manage social media marketing and scheduling to ensure engaging, regular and timely output. • Coordinate promotion and publicity of courses to ensure successful participation, using a variety of digital and physical mediums, such as Facebook, Instagram, Mailchimp, flyers, posters etc • Accurately produce term-based course brochures in a timely manner. • Coordinate distribution of course brochures with printers and mailbox direct to ensure distribution on schedule.
2. Website	• Maintain and update website content, including text, images, news, events and promotional materials. • Ensure website content is accurate, current, engaging and aligned with organisations direction. • Coordinate regular website updates to publish relevant content. • Monitor website content and functionality, identifying and escalating broken links, outdated information or technical issues.

	• Create, upload and format of website content, integrating Canva and Jotform to deliver engaging and user-friendly digital experiences. • Support basic website optimisation, including SEO, metadata, page structure and accessibility requirements. • Monitor website performance and assist with reporting on website traffic, engagement and other key metrics. • Ensure website content is consistent with broader marketing campaigns and communications activities.
3. Administration	• Attend to public enquiries both by phone and in person in a courteous and considerate manner and email or direct enquiries from the website. • Develop and maintain templates, tools, and processes that improve efficiency in both marketing and administration tasks for the organisation. • Other administrative duties as required to ensure the organisation continues to succeed and maintain its high standards and reputation. • Responsible for the administration or oversight of one-off or ad-hoc projects as directed by Executive Manager and Deputy Manager.
4. Typical Duties	• Ensure that the day-to-day marketing tasks of the Centre are fulfilled. • Understand and comply with relevant marketing and advertising legislation and guidelines from governing bodies. • Manage paid advertising budgets and billing across Meta and other platforms, liaising with Coordinators and Executive Manager to obtain budget approval and ensure campaigns are appropriately scheduled. • Assist to develop and implement effective administration systems applicable to business areas. • Ensure that all tasks outlined under typical duties are carried out efficiently and within set timelines. • Ensure all actions taken and decisions made reflect the Mission Statement of the Park Orchards Community House & Learning Centre Inc. • Ensure that all decisions and policies of the organisations are implemented as directed by Executive Manager or nominated staff member. • Participate in professional development and other regional activities as directed by Executive Manager or nominated staff member.

	• Undertake any other duties relevant to this position as directed by the Executive Manager or nominated staff member. • Seek direction as and when required.
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Workplace Health and Safety (WHS) Requirements

The major responsibility for implementing an effective health and safety management system and maintaining the health and safety of the work environment lies with management and supervisory positions.

Nevertheless, employees have WH&S responsibilities and their involvement in the management of health and safety is vital. All staff are responsible for the following safe work procedures and instructions:

- Cooperate with POCH&LCI in relation to activities taken by the POCH&LCI to comply with WHS standards.
- Comply with the WHS guidelines.
- Adopt work practices that support WHS initiatives.
- Take reasonable care for their own health and safety and the health and safety of other people who may be affected by their conduct in the workplace.
- Seek guidance for all new or modified work procedures.
- Ensure that any hazardous conditions, near misses and injuries are reported immediately to the WHS Officer.
- Participate in meetings, training and other occupational health and safety activities.
- Not wilfully place at risk the health or safety of any person in the workplace.
- Assist identification of WHS issues in the workplace and ensure reported to WHS officer or management.

Organisational Relationships:

Reports To: Executive Manager / Deputy Manager or nominated person.

Supervises: 0

Member of: Administration Team

Internal Liaisons: All staff

External Liaisons: Trainers, Tutors, Community and VET students

Selection Criteria:

Mandatory:

- Current National Police Check.
- No offence/s listed on current Police Check.
- Successful completion of 'Working with Children' Check.
- Excellent phone manners and presentation.
- Social media marketing experience.
- Meta Business Suite knowledge and experience

- Website content management experience.
- Excellent communication skills and a proven commitment to quality customer service.
- Strong attention to detail.
- Ability to interact well with all stakeholders, including students and families.
- Self-motivation with the ability to work independently and demonstrate initiative.
- Excellent computer skills, including Adobe In-Design, Canva, MS Office, Jotforms.
- Professional disposition and well-developed interpersonal skills.
- Good time management, organisational and administrative skills and ability to manage competing demands.
- Demonstrated ability to work within a team environment towards our values, policies and procedures.
- Completion of Year 12, or with relevant work experience.

Highly Desirable

- Experience and working knowledge of website content management.
- RTO industry experience with knowledge and experience of administration requirements.
- Experience using a Student Management System e.g. VETtrak.
- Experience working in a Neighbourhood House or similar organisation.
- Current First Aid Certificate or ability to obtain.