



PUBLIC RELATIONS | COMMUNICATIONS | DESIGN

## ExpressPR Marketing and Communications Assistant Job Description

**Title of position:** Marketing and Communications Assistant

**Reports to:** Kerry Donovan – Managing director

**Direct reports:** Nil

**Purpose of position:** To assist account managers in the role out of their marketing and communications projects.

**Key relationships:**

- Managing director and staff.
- All customers, suppliers and contractors.

**Basic functions and scope of responsibilities:**

- Assisting account managers and supporting the team with marketing activities.
- Assisting with and coordinating the production of marketing materials and literature.
- Assisting in the coordination and promotion of marketing and fundraising events.
- Assisting with the collation of information for promotional materials.
- The provision of copywriting and editing services for all types of PR work, including:
  - Website, brochure and advertisement copywriting
  - Writing and editing strategies
  - Editing and styling documents
  - Media releases
- Uploading marketing material to online libraries, websites and social media sites.
- Updating and maintaining documentation, files and databases.
- All other related PR and copywriting services from time to time as requested.

**Education requirements:**

- A qualification in marketing or communication (not essential but an advantage).

**Skills, knowledge and / or experience:**

- Experience in PR or a closely related field (not essential but an advantage).
- Personable, presentable and articulate.
- Effective project management skills.
- Sound understanding of marketing principles.
- Strong copywriting skills and the ability to communicate complex ideas.
- Computer proficient with Microsoft Office.
- Proficient with a range of social media platforms.
- Strong administration and organisational skills.
- Driver's licence.

**Authority:**

- Minimal discretion is given.

**Supervisory responsibility:**

- Minimal supervisory responsibility is given.



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**Working conditions:**

- Open plan working environment.
- Own workstation with laptop, monitor and software provided for office use.
- Some time spent out of the office – making pick-ups and deliveries as required for event and marketing activities.

**Hours:**

- Up to 25 hours per week between 8am and 5pm Monday to Friday.
- You may be expected to put in extra hours as you move towards campaign and event deadlines.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this position. They're not intended to be an exhaustive list of all associated responsibilities, skills, or working conditions. ExpressPR reserves the right to change, amend and otherwise assign any and all duties, responsibilities and position titles as it deems necessary to meet the needs of the business.