

Role Description

Job title: Marketing Officer

Reporting to: Head of Media and Communications

Hours: 8-10 hours per week + Full-Time during Summit Week

Location: Canberra

Purpose of the Position

The position of Marketing Officer stands as a role within the Australian Crisis Simulation Summit (ACSS) executive team. The role engages directly and oversees the logistics of communications with external and internal stakeholders.

As MO, you will be responsible for overseeing all communications content produced by the ACSS, along with the responsibility of creating marketing campaigns. This position will require a high level of engagement and consultation with external stakeholders. This will be imperative to the formulation of the success of your team and the broader objectives of the ACSS.

Responsibilities and Duties

- Coordinates with the Media Operations team to create content aligned with the ACSS 2024 vision
- Creates Stakeholder Updates, this includes producing content, researching topics and designing the final product.
- Create delegate emails – which ensure all information delegates are required to know about is released consistently. This content can include pre-readings, podcasts, sponsors schedules, and other activities and general information.
- Creates ACSS 2024 promotional content including photography and videography.
- Set and adhere to appropriate timelines to meet project deadlines and execute task timeframes.
- Creates marketing campaigns to promote the event, including via social media and our website

- During the summit week, be the key point of contact for sponsors and key stakeholders.

Academic and trade qualifications

Essential qualifications

- At least be in your second year of studies at the Australian National University.

Desirable qualifications

- Studying international relations, security studies, arts, business, law, legal studies, humanities, philosophy or economics.
- Have a strong interest in domestic/international security and/or world affairs.

Work experience and skills

Essential experience

- Proven leadership position/s

Desirable qualifications

- Experience in a high-intensity work environment with the ability to adapt quickly to changes
- The ability to make short, quick decisions under pressure

Personal qualities and behavioural traits

Essential qualities or behaviours

- Proven strong organisational skills
- Proven leadership skills and/or positions
- Strong written and verbal communication skills
- Strong interpersonal skills

Relationships/Report to

Details of relationships relevant to this role

The role of the Marketing Officer is to liaise directly with the wider executive team, reporting directly to the Head of Media Operations.