



Position Description – April 2010 Digital Marketing Assistant International Exchange Programs (IEP)

Position Summary

The Digital Marketing Assistant is responsible for assisting with the planning, implementation and evaluation of the marketing of IEP's inbound and outbound programs throughout Australia. This position focuses on utilising technology and online systems to maximise IEP's marketing opportunities.

Organisational Relationships

- Reports and is accountable to the Marketing Manager in Melbourne.
- Works closely with staff in both Sydney and Melbourne.

Key Responsibilities

Design

- Maintain the IEP website so that it is up to date and consistent with all printed materials.
- Write, design and distribute regular email mail-outs to our participants and enquirers.
- Monitor online activity within the travel and backpacking industries.
- Manage and improve IEP's online presence through a range of e-marketing mediums, including the IEP website, social networking, forums, industry websites and news resources.
- Work closely with the Marketing Manager to improve IEP's branding and consistency across all mediums.
- Design IEP marketing collateral, including brochures, handbooks, flyers and advertising as directed by the Marketing Manager.

Public Relations

- Work with the Marketing Manager to develop PR opportunities around Australia that portray IEP's programs in a positive and valuable light. Maintain a professional and consistent image in all contact with the public and other organisations and institutions.
- Liaise with media organisations and representatives, including preparing and distributing media releases.
- Establish and maintain consistency in all information about IEP programs including information provided to journalists, enquirers and other relevant stakeholders.

Planning and Evaluation

- Generate weekly marketing reports from IEP's databases.
- Prepare regular analyses of results of all marketing activities.
- Undertake market research and assist in the development of both existing and new programs.
- Maintain and develop marketing databases.

Customer Service

- Assist with answering all phone, e-mail and walk-in enquiries and maintain personal contact with enquirers until they lodge an application.
- Assist with the delivery of IEP information sessions in Melbourne and surrounding areas as required.
- Provide consistent and accurate advice to enquirers in a friendly and professional manner in accordance with IEP customer service standards.
- Attend industry events and expos, as directed by the Marketing Manager.
- Maintain customer service standards for all IEP staff.

Other Duties

- Assist the operations team as required during peak periods.
- Other duties as directed by the Marketing Manager or Executive Director.