



## POSITION DESCRIPTION

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<b>Title of Position:</b>	Communications & Marketing Assistant
<b>Type of Appointment:</b>	Internship
<b>Term:</b>	Min. 3 days per week over 3 or 6 months
<b>Remuneration:</b>	Unpaid
<b>Location:</b>	The position is in Brisbane but remote working can be arranged for the right candidate
<b>Reporting to:</b>	Communications and Marketing Coordinator, Membership Coordinator
<b>Working Relationships:</b>	CEO, Certification and Policy Manager, Programs Manager and Accounts Manager.

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### WHO WE ARE

Ecotourism Australia is a not-for-profit industry membership-based organisation. We operate sustainability certification programs for tourism businesses. Our vision is to inspire environmentally sustainable and culturally responsible tourism.

### ROLE SPECIFICATION

The Communications and Marketing Assistant will be responsible for providing assistance with general marketing activities, and under direction of the Communications and Marketing Coordinator and Membership Coordinator, will be responsible for:

- Compiling and distributing Ecotourism Australia's monthly 'EcoBytes' newsletter under the guidance of the Communications and Marketing Coordinator
- Creating content and regularly updating Ecotourism Australia's social media platforms – Facebook, Instagram & LinkedIn
- Drafting special interest and new member articles for the Ecotourism Australia news page

### GENERAL DUTIES

As well as the three key areas of work mentioned above, the Communications and Marketing Assistant may be required to assist with various other ongoing projects and tasks, including:

- Marketing and communications
  - Updating the Ecotourism Australia website (including the Research Hub)
  - Research and data collection
  - Assisting in the preparation of reports, fact sheets and other collateral
- Events
  - Logistics planning and activities for the Ecotourism Australia annual Global Eco conference and other events
- General Office Administration
  - Phone handling
  - Filing

- Data entry
- Assistance to other staff
- Project work as per needs of the organisation.

#### **MANDATORY CONDITIONS OF EMPLOYMENT**

The intern must agree that the Ecotourism Australia workplace observes the requirements of, and operates as an Equal Opportunity Employer, and within the requirements of the Workplace Health and Safety Act. Further, the intern must remain familiar with the location of the building Emergency Fire Exits, and First Aid Kit.

The intern agrees that any noted instances of discrimination or harassment on the grounds of race, religion, sex, or any other reason, must be immediately reported to the Chief Executive.

#### **DEMONSTRATED SKILLS REQUIRED FOR THIS POSITION – ESSENTIAL:**

- Good skills in general computing, including the operation of Microsoft Office Suite
- Strong writing skills
- Experience with managing social media platforms
- Excellent organisational/time management skills and ability to juggle multiple projects
- Strong attention to detail
- Creativity and an eye for strong visual design
- Ability to work unsupervised and demonstrated capacity to show initiative
- Excellent phone manner and customer service skills
- Tertiary qualifications in communications, marketing and/or tourism (completed or ongoing)
- Interest in sustainability issues

#### **DEMONSTRATED SKILLS REQUIRED FOR THIS POSITION – PREFERRED:**

- Experience in using online platforms, e.g. WordPress, Mailchimp, Canva, Piktochart
- Interest and/or background in nature tourism and ecotourism industry in Australia
- Experience or knowledge of quality standards or certification programs

**For General Organisational Information:** [www.ecotourism.org.au](http://www.ecotourism.org.au)