

MARKETING & COMMUNICATIONS ASSOCIATE

Key Responsibilities

- Assist Project Manager to refine and execute AustCham marketing and communications strategies
- Conduct market research and data analysis
- Design and execute sponsorship agreements
- Design, organise and manage AustCham events
- Represent AustCham at Chamber and member company events
- Produce digital marketing and publication materials and content
- Generate creative ideas for marketing and promotional initiatives

Qualification Requirements

- Currently undertaking Bachelor's degree or equivalent in a related field
- Demonstrated interest in Australia-China relations
- Excellent verbal and written communication skills
- IELTS (Academic) 6.5 (for non-native speakers of English)
- HSK 3 or equivalent level of study not essential, but highly regarded (for non-native speakers of Chinese)
- Cantonese/Sichuanese language skills not essential, but highly regarded
- Adobe Creative Suite (Photoshop, Publisher, InDesign, Illustrator)
- Strong creative graphic design skills
- Strong understanding of current digital design trends
- Understanding of social media channels e.g. LinkedIn, WeChat, Facebook
- Strong work ethic and aptitude for excellence
- Must be organized and detail-oriented
- Ability to work independently and effectively within a cross-cultural small team environment
- Ability to communicate with members and key stakeholders in a highly professional and helpful manner
- Understands the considerations and values of a non-profit NGO
- Knowledge of and experience in CSS, HTML and WordPress not essential, but highly regarded
- Background in graphic design, web design, UI design, photography, film, or visual arts not essential, but highly regarded
- Photography skills not essential, but highly regarded