

<b>Position Title</b>	Marketing Assistant
<b>Reports To</b>	Marketing Coordinator
<b>Department</b>	The Leprosy Mission Shop/Social Enterprise
<b>New/Existing</b>	New
<b>Position Type</b>	Full Time (12 months Contract)
<b>Location</b>	Box Hill, Victoria

#### Strategic Purpose

**The Leprosy Mission Australia (TLMA)** is part of a global mission group and with our network of partners we are committed to support those who experience marginalisation and disadvantage and people with disabilities. We have an ambition goal to reach zero leprosy transmission by 2035 and to bring about transformation, breaking the chains of leprosy, empowering people to attain healing, dignity, and life in all its fullness.

**The Leprosy Mission Shop** is a social enterprise of The Leprosy Mission Australia. We are committed to partnering with and supporting the training of artisan producers, working alongside them to ensure that marginalised people affected by leprosy, poverty, and disability can earn a dignified income and look forward to a hopeful future. Our strategy is focused on growing the Social Enterprise Shop's revenue to expand employment opportunities for marginalised communities while promoting environmental sustainability. Our priority is to build a profitable, socially impactful, and sustainable shopping platform—one that helps fund the cure, care, and restoration of lives impacted by leprosy.

#### The Role

The Marketing Assistant reports to the Marketing Coordinator and supports the Social Enterprise team across, website management, catalogue production, promotions, product management and marketing administration. This role works to ensure products are accurately presented, campaigns are well supported, and day to day operations run smoothly.

#### Key Result Areas

##### **Website & Content Management**

- Export new products to the website and apply accurate tagging to improve searchability and user experience.
- Creating, updating, and maintaining products and collections on the website.
- Update and manage product description and attributes to ensure accuracy and consistency across systems, website and catalogues.
- Resize, optimise, and maintain product imagery for web and catalogue use, including image generation and photography where required.
- Manage URL redirects, draft products in Shopify, and update discontinued and new SKUs documentation.
- Manage e-catalogue tagging for digital catalogues.
- Assist with drafting and publishing blog posts.
- Liaise with digital agency on management of new and removed products.
- Assist in monitoring product reviews.

### **Product Support**

- Create new products in ERP system with all relevant data required to ensure a high level of accuracy.
- Liaise with suppliers to obtain product images and marketing assets.
- Assist with product related communication between internal teams and external stakeholders.
- Draft, edit, and maintain compelling product descriptions for the system, website and printed catalogues.

### **Administrative Support**

- Support the Marketing Coordinator with printed catalogue production.
- Assist with communication and coordination required for smooth catalogue production.
- Proofread and cross check catalogues against checklists to ensure accuracy and quality.
- Collate and organise photography and creative assets by product and season, and supplying creative assets to agencies and external partners as required.
- Create purchase orders for agency fees and external partners.
- Assist with customer queries and complaints as required.
- Work with Supporter Care teams to resolve product quality issues.
- Provide any other general administrative support to the team as required.
- Assist the team with administrative tasks.

### Essential Selection Criteria

- An understanding of and ability to operate within the Christian based beliefs and the vision, mission and values of TLMA.
- Tertiary qualifications in Marketing.
- Strong written communication skills with the ability to write engaging product copy.
- High attention to detail and strong organisational skills.
- Experience with website content management and ecommerce platforms, preferably Shopify.
- Confidence working with spreadsheets, data, and basic reporting.
- Ability to manage multiple tasks and deadlines in a fast-paced environment.
- Strong interpersonal skills with the ability to liaise with suppliers and internal stakeholders.
- Positive mindset and the ability to work collaboratively across all departments in TLMA
- Interest in ethical retail, social enterprise, and purpose led products is highly desirable.
- Excellent IT skills and proficiency in Microsoft Office Suite.

### Special Requirements

#### Safeguarding

- TLMA has a zero-tolerance policy towards any abuse, neglect and exploitation to all people. The postholder should have signed and must comply with all TLM organisational policies, including the Safeguarding Policy and Code of Conduct and the Child and Vulnerable Adult Protection Policy.

#### Eligibility

- Permanent permission to work in Australia
- Be prepared to provide National Police Check