



JOB DESCRIPTION

Marketing Officer

Classification: Member / Volunteer

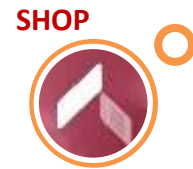
Location: QUT GP

Division: Marketing

Reports to: Marketing manager – Rhianna, Wendy

Last updated: 13/03/2014

Incumbent: N/A



SHOP is a student-run program aiming to provide students with opportunities to develop their professional skills, while working on various projects designed to connect people and communities. We are currently looking for **Marketing Officer** for our Marketing division. Study or experience in this field is desirable but not essential; volunteers from any areas of study are welcome.

Purpose of Position:-

The Marketing officer promotes SHOP's magazine via various methods and strategies to support the development and success of SHOP. This can involve marketing existing services such as *The Point Magazine Blog*, developing new services to cater for consumer demand, or developing markets for new SHOP services.

Scope:-

The Marketing Officer is in charge of maintaining positive public relationship, advertising strategies, and investigating the market for future business opportunities.

Main Duties and Accountabilities:-

- ◆ Attend/organise regular meetings
- ◆ Market research including creating, conducting and evaluating survey and analysis of the data
- ◆ Manage professional media such as *The Point Magazine Website* and LinkedIn account and social media such as Facebook and Instagram accounts for SHOP
- ◆ Maintain and develop positive relationships with the public to achieve challenging targets
- ◆ Produce promotional strategies and organise promotional campaigns / events via various media on/off campus for SHOP and *The Point Magazine Blog*
- ◆ Perform other related duties as required

Working Conditions:-

- ◆ Work independently and in a team
- ◆ Eight hours of commitment a week
- ◆ May involve handling complaints

Applying:-

Please apply online via shopatqut@gmail.com including your resume and availability.

Enquires can be made to the same email address.

SHOP's recruitment process is committed to equity, diversity and social inclusion:

1. SHOP's recruitment processes are designed so that applicants receive accurate information about advertised positions as well as information about the procedures used for recruitment, selection and appointment processes.
2. Selection of advertised position must only assess on the requirements stated on the advertised information as well as individual potential for future development of that person in their contribution,
3. Preventing unjustified discriminations such as:
 - ◆ Race, colour, national or ethnic origin or nationality.
 - ◆ Gender, sexual preference, marital status, pregnancy, status as parent or carer.
 - ◆ Religious or political belief or activity, industrial activity.
 - ◆ Age, physical features, disability, medical records.
 - ◆ Personal association with a person who is identified by reference to any of the listed attributes.

SHOP reserves the right not to proceed with any appointment.

APPROVED BY: Wen