



Marketing and Communications Assistant

Job Information Pack

This information package includes:

- Employment conditions
- Position description
- Selection criteria
- Application process

Employment Conditions

Employment basis: 4-month fixed term contract

Hours: 3 days per week (22.8 hours) between Monday and Friday

Location: Flexible working environment – Kings Cross office and work from home options available

Remuneration: 55K pro rata, plus super and salary packaging benefits

Commencement: 15 November 2021

About Wayside Chapel

Wayside Chapel has provided unconditional love, care and support for people on and around the streets of Sydney since 1964. Each year, thousands of people visit Wayside's two community centres in Kings Cross and Bondi for assistance in gaining equitable access to essential health, welfare, social and recreational services.

Our mission is creating community with no 'us and them'. We do this by breaking down the barriers of judgement and providing a safe place where people from all walks of life are welcome.

Vision: Love over hate

Mission: Creating community with no 'us and them'

Values:

Openness (No secrets): We have a profoundly simple mission, which is to create a community, and our message and work are undiluted with other agendas.

PATRON:
Her Excellency the Honourable
Margaret Beazley AO QC
Governor of NSW

Pastor/CEO:
Jon Owen

CALL: 9581 9100
ABN : 88 125 771 587
ABN: 77 406 918 553 (Donations)

EMAIL: mail@thewaysidechapel.com
waysidechapel.org.au

Wayside Chapel Kings Cross:
29 Hughes Street Kings Cross NSW 2011
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PO Box 66 Potts Point NSW 1335



Teamwork (No cowboys): Our goal of creating community is also our method. We work in a collaborative way to invite people out of singular, individual life into the risky and healing place of community.

Patience (No rush): We cannot make people change. If we could, we'd be guilty of manipulation of some kind. Instead we are on the lookout for sparks of life, signs that people long for better, and we look to engage and help people move to better days and better health.

Courage (No complacency): It takes courage to confront people who've lost hope and invite them into the world of relationships with responsibility. Wayside is not an intensive care unit but an invitation into life and community.

Respect (No Judges): People have the right to make their own decisions. People have the right to make bad decisions. People who choose singular misery or even death deserve to have their rights respected. Wayside's mission is not to fix people but to love them and be with them, knowing that if they are really met, they'll really move toward health and life.

Behaviours:

Stand Back: Recognise that we are each necessary, significant but not central. The mission evaporates when we are central. Take a step back when our emotions are high and cool off. When central, the important thing is how we feel and the most pressing need is to express our feeling. When necessary, significant but not central, in a time of difficulty, the most important thing is to ask "what facts do I not have" and "who can I talk to for reliable clarity".

Speak Well: Identify and appreciate the strengths in colleagues. Recognise that every-one's strengths are also their weaknesses, if we look for weakness, we'll find it and if we look for strength, we'll find it. An atmosphere where colleagues are habitually talked up behind their backs will create an unbeatable team.

Embrace Errors: Accept when you have made a mistake, that an opportunity to learn is present. Learning is lost when we spend energy covering our arse or blaming others. Nothing is more liberating than the security it takes to admit that your performance did not cover you or the team in glory. Helping each other embrace moments of learning will build a team that can overcome anything.

Be Kind: We do an excellent job of being kind with our visitors, lets also be kind with each other. Kindness is implicit in our vision and our mission. Kindness is not a matter of feeling anything but a matter of acting and participating. You might feel uncomfortable but kindness will give the benefit of the doubt or begin an uncomfortable but direct discussion.

Position Description

Reports to	Marketing and Communications Coordinator
Direct Reports	Nil
Location	Kings Cross (<i>flexible work arrangements available</i>)

About the Team

The Marketing and Fundraising Team is responsible for raising funds across a diversified fundraising portfolio to support the programs delivered by Wayside Chapel. The team is also responsible for

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raising awareness and increasing the public profile of Wayside Chapel, its CEO and its mission, as well as its programs and the issues facing people who access its services. Messages are delivered through marketing and communications, and through engagement with media, government, peak bodies and the community.

About the Role

Purpose of Position

An exciting opportunity has arisen at Wayside Chapel to kickstart a career in marketing and fundraising. Wayside is looking for a passionate Marketing and Communications Assistant for a part-time, short-term contract role. You will be a highly creative and motivated person who will work in the busy and supportive Marketing and Communications team across a wide range of projects and areas. The successful candidate will be able to create and implement marketing and communication content quickly and efficiently with creative flair.

Key Accountabilities & Responsibilities

- Work collaboratively with Marketing and Communications Manager and Communications Coordinator to plan and implement new marketing initiatives, content, and campaigns
- Create compelling social media content for Facebook, Instagram, LinkedIn, YouTube, and Twitter and digital platforms
- Assist with the traffic management of marketing request forms, execute marketing job requests, and dealing with internal stakeholders to deliver tasks on time and on budget
- Update centralised marcomms calendar and perform booking and administrative tasks as needed
- Use Adobe suite or Canva to create new marketing materials including flyers, brochures, signage, case studies, presentations and support documentation
- Work with team's suppliers including brand agency, printers to deliver projects on time and within budget
- Use a content management system, email marketing and other systems to help maintain our digital communication channels with donors
- Administrative tasks as required

Other

- Managing relationships and contracts with relevant external stakeholders such as consultants and partner agencies
- Be an active member of the Marketing and Fundraising team
- Adhere to the Policies and Procedures of Wayside Chapel and ensure adherence by staff and volunteers
- Attend staff meetings and training as required

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Workplace Health & Safety

- Accountable for complying with legislation and all Wayside WHS policies/procedures and instructions, reporting any hazards or safety issues to your manager and performing all tasks in a manner which guards against risk to self and others within the workplace.

Key Stakeholders

Internal

- Senior Fundraising Manager
- Systems Analyst
- Broader Marketing and Fundraising Team
- Government Relations Team
- Finance Team
- Support Teams – IT, Operations, People & Culture

External

- Consultants and agencies

Selection Criteria:

- Proven experience in creating and implementing marketing and communications campaigns across a variety of areas
- Exceptional writing / copy writing, editing and communications skills
- High level of interpersonal skills including the ability to network and work collaboratively with internal and key business stakeholders
- Experience in using content management systems, email marketing, digital communication tools and design
- Knowledge and experience of how to apply brand guidelines in the creation of marketing collateral
- Ability to work autonomously as well as in a team
- Agency and design experience would be highly regarded

Desirable

- Experience in a similar role

Additional Information

- All offers of employment are subject to a satisfactory Criminal History Check and provision of a valid Working with Children Check prior to commencement.
- This position description and associated information should not be considered as comprehensive in its description of responsibilities, criteria or outcomes. It is indicative of the position. The Marketing and

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Communications Assistant can and will be asked to undertake duties within their competencies, skills and abilities and training that may not be mentioned in this document.

- The Marketing and Communications Assistant should be aware that their position within Wayside Chapel is dynamic. Wayside Chapel expects continuing development, change and improvement of processes, practices, knowledge and skills

Application Process

Applicants should apply via the application link in the job ad. They should include a copy of their resume and a cover letter (1-2 pages max.) that outlines how your skills and experience meet the selection criteria for the role.

Applications will be reviewed as submitted and the role will be filled as soon as a suitable candidate is found, so please **apply now**. Applications will be accepted until 5 November 2021.

Applicants with a disability should inform the convenor of the selection panel of any special requirements upon contact to arrange an interview.

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