

MARKETING ASSISTANT

Are you interested in advertising and media? You might only have only one or two years experience and looking for a chance to learn, build your portfolio, and have some new experiences. Or perhaps you are working in administration and think you would really like to do more in marketing?

The OMA has been operating for over 80 years, and we've seen a lot of marketing assistants in that time. We are really proud that most have moved up to bigger roles in marketing and some are happily leading their own teams now! We are a great training ground, and we think growing your skills are good for our business as well as your future.

In return, we ask for your commitment and dedication to growing our industry, working closely with our members, and contributing your skills to our program. A willingness to jump in and do a variety of tasks, and help with projects big and small is a must. And, a lightheartedness and sense of humour will carry you through the stressful times. Read on if this sounds like you!

ABOUT THE ROLE

We know that a great Marketing Assistant is the marketing team's secret weapon.

In this role you'll be working very closely with a team comprised of a Director of Marketing, Communications Manager, and a Communications Specialist for Government Relations (GR).

The role has three key objectives:

1. Assist the team to deliver the marketing program to defined goals.
2. Be the first point of contact for members and suppliers.
3. Support other internal teams with their writing and design projects.

While there are some 'business as usual' tasks, the role for the most part is project driven and there is an opportunity to see things through from beginning to end. You will play an essential role in projects such as the OMA's creative collection competition, social media strategy, meet the member program, and support a variety of online and in person events.

Some of your time will be spent writing emails, calling members, taking minutes, updating the website, and presenting your projects in meetings – we like to communicate.



ABOUT US

The OMA is an incorporated, not-for-profit industry body with a current membership of 37 companies working in Out of Home.

We are a small dynamic team of specialists who work together to provide audience measurement, marketing, policy, government relations and other services to our members.

Our core values are that we are: 'Spirited and Smart with Humour and Heart'. We like to live these values and do things in a way that brings these values to life.

Members of the OMA include the major outdoor advertising companies such as JCDecaux, oOh! Media and QMS Media as well as members who provide support services to our members, and members who own some of the major assets like Transport for NSW and Telstra.

Sitting alongside the OMA is MOVE (Measurement of Outdoor Visibility and Exposure) the Audience Measurement System used by the OMA members. MOVE is a separate company but shares the CEO, staff and offices with the OMA. You will be working with both the OMA and MOVE.

ABOUT YOU

You're the kind of person others describe as a people person, with a good sense of humour and a natural ability to communicate well, in person and in writing.

A professional problem solver, a master of organisation, with a creative flair and an eye for good design.

You can figure things out and get things done. Attention to detail is in your DNA. You are persistent and maintain positivity in difficult situations.

You may have a love of graphic design, creative writing, advertising or something similar. If you love planning events, that's great too.

To succeed in this role you'll need to be able to hand-on-heart answer "yes" to each of the four statements below. We've tried to explain exactly why each of them is so important to us, so that you can be sure.

1. I am a SMART and critical thinker

In this role it's important to think about the outcomes first, and consider the best way to approach a project or task. Whether or not you've worked in a membership organisation



before, you understand the dynamics at play when your business exists to support a group of other businesses as opposed to simply providing a product or service to clients on a transactional basis. Our members are the heart of our organisation and everything we do is for their benefit.

2. I ruthlessly prioritise my work with SPIRITED ease

The marketing department is almost always stretched too thin. A part of your job will be to understand all of the projects that are underway, find where your skill set can help the team, and jump in.

3. I have a big HEART and enjoy working within a team

Everything the marketing team does is to make someone else look good. Whether it is our members, other team members within the OMA and MOVE, or the CEO. We are service oriented and they rely on us to use our expertise to further the goals of the business plan. We can only do this through teamwork and consistent communication with our members.

4. I am a good communicator and know how to use HUMOUR to lighten the mood

You will be interfacing with everyone from board members and the internal team, to people working with media and creative agencies, OMA partners and stakeholders, and so much more. A penchant for clear, direct communication will be in your skill set.

We'll need you to be confident sharing examples of relevant experiences you have had that will help us see how you are the perfect fit for this role.

WHAT'S IN IT FOR YOU?

This role will offer you a chance to work closely with a high performing marketing team; you will use technology that is critical for every marketer to know and see projects through from beginning to end. You will have defined achievements and creative work to add to your CV and a wealth of contacts to add to your network.

As an integral part of a committed quirky team of specialists your days will be busy but enjoyable. We bring our values to life every day in the way we treat each other as well as the way we do our work. That means you can bring all of your personality to work with you!

We have lovely offices in William Street, just 10 minutes from Museum, Kings Cross and Town Hall train stations. Some work from home flexibility is available, however we really like working F2F and time in the office is required.



There are fabulous cafes nearby with delicious treats, such as Flour and Stone and their lemon drizzle cake! Stanley Street is just around the corner and loaded with all sorts of cuisines; Thai, Italian, Chinese, Japanese, Modern Australian... There's also the local pubs including the LoRo (Lord Roberts) and Hyde Park House which has the perfect summer time rooftop bar. That being said, we have a pretty great kitchen which is handy for breakfasts and lunches.

NEXT STEPS

If you're reading this bit, we're guessing you're interested. Great news!

Now, because one of the things we're looking for is attention to detail we're not going to be accepting applications from anyone who just hits 'apply now' and sends us a resume and cover letter.

To make sure this is the right role for you we've created an Application Pack which includes the position description, some more information on our core values and a question we'd like you to answer when you apply.

Please do some intelligent online stalking before you apply because let's be honest, if you don't like what you find you're probably not going to love working with us.

Check out our website at www.oma.org.au and have a look at our Marketing Director's online profile here: <https://www.linkedin.com/in/juliejensen/> and our Communications Manager here: <https://www.linkedin.com/in/emmamarylucaward>

If you think this job feels like the one for you, please email Julie at julie.jensen@oma.org.au with the subject line "Application Pack" and we'll send you a digital package with everything you need to know before we talk more.

Thank you in advance for taking the time to apply for this position, we're looking forward to learning more about you.

NOTE: We will advertise until 14 January 2022. Then, we'll finalise our shortlist and call the candidates we feel are the best match to arrange interviews. Even if your application isn't successful we'll be back in touch with you.