

# MARKETING & COMMUNICATIONS SPECIALIST

Do you believe in saying more by writing less? Are you excited to meet new people and collaborate as a team on projects and events? Do you vigilantly catch typos and crimes against grammar?

We are looking for an experienced communicator to join the team and oversee the strategy, implementation and execution of our internal and external communications. You are expected to have a strong understanding of what makes a story newsworthy, what's trending in the industry, and how to maximise coverage outcomes.

In return, we ask for your commitment and dedication to growing our industry, working closely with our members, and contributing your knowledge and expertise to our program. If you are nodding in agreement, we would love to hear from you. Please read on.

## ABOUT THE ROLE

We are searching for a creative and fast-thinking Marketing & Communications Specialist to join our team. You will partner closely with our Director of Marketing, Communications Specialist—Government Relations and Marketing Assistant to help shape and share impactful, unique communications.

Reporting to the Director of Marketing, this role will see you representing the OMA and its members to the media. This requires you to know and understand the interests of key stakeholders, including government, media and creative agencies, advertisers and members.

The key objectives of this role are to initiate and implement communication activities that:

1. Support and engage OMA members.
2. Elevate Outdoor advertising within the wider advertising industry.
3. Build sustainable relationships with media stakeholders.
4. Marketing to communicate innovations and updates in Out of Home audience measurement.

## ABOUT US

The Outdoor Media Association (OMA) is an incorporated, not-for-profit industry body with a current membership of 40 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 JCDcaux, oOh!media, QMS Media, Shopper, and Val Morgan 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 are a strong written and verbal communicator with strong PR skills who can proactively manage media relations, and internal and external communications.

You are a creative communicator and storyteller — you understand what makes a good story and can communicate that and other key messages simply and boldly.

You are prepared to work smarter not harder. Resourcefulness is a strong skill and you are willing to find quick and easy solutions fast.

You are a curious learner who is always ready to ask the questions that get answers.

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 keep the 'why' front-of-mind. You'll need to understand a situation by assessing all the facts and information to find the right solution. 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**

We need a strategic thinker who can see the big picture and who understands that details matter. You are someone who is comfortable operating in an exciting but constantly changing environment with tight deadlines. You're able to see the bright side and are someone who makes the most of every opportunity to deliver your best.

**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 if we trust each other and can rely on one another.

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

You will be speaking 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. You need to know what people want and be able to cut to the chase. 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 in a rapidly growing industry. 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... And of course, the local pubs including the LoRo (Lord Roberts) and Hyde Park House which has the perfect summertime 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](http://www.oma.org.au) and have a look at our CEO's online profile here: <https://www.linkedin.com/in/charmaine-moldrich-b7176023/> and our Marketing Director's online profile here: <https://www.linkedin.com/in/juliejensen/>.

If you think this job feels like the one for you, please email Tallulah at [tallulah.mills-hicks@oma.org.au](mailto:tallulah.mills-hicks@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 this role until 22 April 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.**