

JOY 94.9

Victorian Pride Centre
Level 1, 79-81 Fitzroy St
St Kilda, VIC 3182

T 03 9267 6000

Social @joy949

joy.org.au

ABN 52 334 960 331



Out.
Loud.
Proud.

Position Description

Role Name: Volunteer Marketing and Communications Assistant

Status: Volunteer Team Member

Expectation of hours/term: 5-10+ hours a week

Location: JOY Studios - Victorian Pride Centre, St Kilda

Reports To: JOY Marketing and Communications Coordinator

Collaborates with: JOY Content Team, JOY Producers, Graphic Designer

Direct Reports: none

Organisational Purpose

JOY 94.9 – Australia’s LGBTIQ+ radio station is a high-profile community media organisation located in Melbourne, streaming live around the world. JOY exists to make Australia a more inclusive place to live by providing a multimedia platform and enabler for change.

JOY Values

Joyous – A celebration of diversity, talent, music and entertainment

Inclusive – A safe and supportive environment for all members of the LGBTIQ+ community

Courageous – A way to change lives by speaking out sharing stories and challenging boundaries

Role Overview

The JOY Marketing and Communications Assistant will continue to grow the visibility and awareness of the work JOY does to build a more inclusive society, both here in Australia and across the globe. This role will maintain and increase engagement with our wonderful community base across JOY’s social media channels, on air on JOY 94.9, through external print and online media and any other marketing platforms.

This position will work closely with the Marketing and Communications Coordinator to create and deliver content that aligns with the JOY brand and upholds our Joyous, Inclusive and Courageous values.

The ideal candidate is a compassionate team player, a creative innovator, a forward-thinking strategic individual and someone who has a passion for uplifting and empowering the diverse voices of the LGBTIQ+ community.



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They report directly to the Marketing and Communications Coordinator and will carry out their daily duties assigned to them by the coordinator on an adhoc basis.

Key Responsibilities:

The MarComms Assistant role falls across three key areas:

Content Creation, Audience Conversion and Support + Collaboration.

- Content creation, collation, and scheduling for JOY's social media platforms and owned channels including Facebook, Twitter, Instagram, LinkedIn, Youtube, TikTok and joy.org.au
- Write effective copy for JOY's website and boost SEO
- Providing adhoc support for JOY 94.9's radio shows on social media when needed e.g JOY Breakfast and JOY Drive
- Regular moderation of comments across social media platforms
- Work as a strong team player with all JOY team members and paid staff to execute large scale successful marketing campaigns
- Assist in creating and executing smaller campaigns at the direction of the MarComms Coordinator
- Provide additional online or in person MarComms Support as needed

Key Selection Criteria:

- Demonstrated strong experience and/or qualifications in marketing, content creation, graphic design, multimedia, media and communications and/or other related disciplines.
- Excellent written and communication skills
- Excellent time management and planning skills with an eye for detail
- Proficient experience in graphic creation using Adobe Creative Cloud- including Photoshop, Illustrator and InDesign and/or Canva.
- Strong lived experience and understanding of diverse identities within the LGBTIQA+ community (including but not limited to trans/gender diverse people, and/or people of colour).
- Demonstrated passion for JOY's purpose to build a more inclusive society for the LGBTIQA+ community.

Bonus Desirable Skills

- Photography Experience
- Video Editing in Adobe Premiere
- Copywriting image descriptions for visually impaired communities



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- Experience working in/for a community radio station
- Any experience using CRM systems like Salesforce
- Previous experience in not for profits, charities or in other volunteer roles.

Benefits

All JOY volunteer Marketing and Comms team members will receive one on one mentoring, support in skills they hope to develop and the unique experience of working in Australia's dynamic community media space. Through this role, you will be able to learn from the wide range of talented people at JOY, build networks and be provided with the chance to partake in any additional opportunities that arise within the JOY team.

JOY is one of only four LGBTIQ+ radio stations in the world, and through your volunteer role you will be able to play a role in building a more inclusive Australia.

Application Process

Email your CV and a cover letter addressing the Key Selection Criteria to Marketing and Communications Coordinator at natalie.williams@joy.org.au.

Applications will be accepted on a rolling basis.

