



AALA NSW Marketing Officer Volunteer | Position Description

About the role

- Would suit candidates with design or marketing experience
- Draft marketing and social media collateral for AALA web site and social media
- Produce and edit video and image content
- General support to NSW Committee and subcommittees
- Attractive opportunity for candidates looking for volunteer experience with Australia's premier non-profit community organisation focussed on advancing cultural diversity in law

The Role

The role assists the NSW Branch President, Vice-President and Secretary to coordinate the NSW Branch's marketing, social media, video and image production and editing.

Specific responsibilities include:

- Work with the NSW Committee and AALA's National Co-Convenors of Marketing and Social Media to manage AALA's marketing and social media
- Draft marketing and social media collateral for AALA web site and social media
- Produce and edit video and image content
- Assist with AALA web site management
- General support to National Co-Convenors of AALA Marketing and Social Media Portfolio Subcommittee

Skills Required

This role will suit candidates who possess the following transferable skills:

- Experience with crafting effective marketing and social media collateral (e.g. print, digital, TV, video)
- Experience with web site editing
- Ability to work autonomously and with initiative
- Effective engagement of a range stakeholders
- A commitment to quality service standards and delivery
- Well-developed verbal and written communication skills
- Ability to work collaboratively
- Tech savvy and skilled in image and video editing and production software, Microsoft Office suite, Google suite

Time commitment and application

For the successful applicant a commitment to AALA's objectives is essential. You are expected to volunteer, on average, 2 hours of your time per week.

Term of appointment

24 months, subject to a 3-month trial period.

How to apply

Please submit a CV and email outlining your interest and addressing your suitability in line with the position description to nsw@aala.org.au by **Tuesday 31 May 2022**.

About the organisation

Asian Australian Lawyers Association (AALA)

AALA is the peak body for Asian Australian lawyers and lawyers with an interest in Asia regardless of background. We are a national, not-for-profit, volunteer-run organisation with Branches in all States and Territories.

We endeavour to foster cultural diversity and exchange in the Australian legal system and to help build connections with Asian legal systems.

We have members from all walks of legal life, including students, lawyers and principals from small, medium and large firms, barristers, in-house and government lawyers, and the non-profit and international sectors.

The objectives of AALA include:

1. To bring together members of the legal profession of Asian heritage and cultural background and others with an interest in Asia;
2. To provide a cohesive professional network to advocate for, and provide support to, our members and to benefit from shared learning and experience
3. To improve the capability and reputation of the members in the legal profession through raising public awareness and providing education;
4. To develop links with Asian legal associations and facilitate and promote access for members to Asian legal markets;
5. To promote and facilitate Asian cultural diversity in the senior ranks of the legal profession;
6. To promote a mutual understanding of Australian and Asian legal systems; and
7. Such other purposes as the association, by general meeting, may determine, as an independent, politically unaffiliated and religiously tolerant organisation.