

At AITSL, we believe every Australian child deserves a quality education. This relies on quality teaching and effective school leadership. We drive effective and inspiring teaching and school leadership, to improve student learning in the classroom.



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## Position Description

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Position title:	Digital Communications Officer
Position number:	2014-08
Work location:	Melbourne
AITSL classification range:	Professional Band 1
Employment status:	Full time, maximum term until 30 June 2019
Reports to:	Stakeholder & External Relations Manager

*\*For information on AITSL as an organisation, see last page.*

## Position Overview

As a member of the Communications and External Relations team, the Digital Communications Officer plays a key role in ensuring AITSL's work has reach, influence and impact. The role contributes to AITSL's strategic goals by delivering high quality communications that exemplifies inspiring examples of quality teaching and school leadership; promotes tool and resources that support the profession to enable excellence; and, drives the conversation around improvements and challenges in education policy developments.

## Who are we looking for?

We are looking for a confident and positive digital practitioner who understands the need for communications that are engaging, varied, relevant and tailored to audiences. You will have well-honed social media and e-campaign skills, a collaborative work style and a well-developed sense of political acumen. You will thrive in a fast-paced environment in which no two days are the same.

## Key Responsibilities

This position provides strategic and operational advice and services to the Communications and External Relations team and its internal stakeholders, including the effective use of diverse digital channels to effectively engage AITSL's stakeholders.

- Deliver clear and concise communications that promotes excellence so that teachers and school leaders have maximum impact on student learning
- Coordinate and manage the development, publication, monitoring, moderation, evaluation and reporting of digital content across a range of channels including social media and digital publications and campaigns to support the organisation's strategic direction
- Monitor AITSL's social media channels for negative commentary and work with relevant AITSL staff to ensure an appropriate response to protect AITSL's reputation
- Ensure social media enquiries are managed in a timely manner
- Monitor key education social media channels and engage or respond as required
- Support the CEO and Chief Advisor with social media service to enhance their social media profiles and influence
- Work with others in the organisation to manage and develop CRM databases to ensure targeted and accurate campaign activation.
- Managing day to day operations of social media and e-communications tools and vendors
- Manage the social media advertising budget, planning and execution and provide tactical and operational advice to AITSL project teams regarding campaigns (paid and organic) to help achieve communications objectives
- Lead and manage monthly reporting including customer insights, trends and analytics across relevant digital channels and CRM
- Manage the Social Media policy and guidelines ensuring they are up to date and relevant
- Share best practice social media, email marketing and digital campaign advice with the communications team and wider organisation
- Identify trends and innovations in social media, SMS, email and other digital technologies that could enhance AITSL's services
- Participate in team meetings and in strategic group activities as required
- Undertake other duties consistent within the employee's skills and competencies, as directed.

## Key Selection Criteria

- Deep expertise in delivering clear and concise communications that creates cut through and resonates with audiences
- Demonstrated and significant experience coordinating and managing the development, publication, monitoring, evaluating and reporting of digital content across a range of channels including social media and digital publications and campaigns
- Extensive knowledge and understanding of the roles and functions of digital and social media and online tools in creating successful communication campaigns
- Experience in anticipating and responding quickly, accurately and effectively to issues arising in the media and social media
- Ability to work collaboratively, to prioritise work requirements, work autonomously when appropriate, consult appropriately and respond to direction
- Exceptional interpersonal skills with the ability to work with a broad range of people from a variety of backgrounds and experiences
- Demonstrated analytical skills, including the ability to take complex technical information and translate into language appropriate for the audience
- Experience in a government, government agency or not-for-profit communications setting, and experience or understanding of the education sector is desirable.
- A tertiary qualification in communications or a related discipline, and/or equivalent demonstrated experience in a related field.

## Remuneration

Remuneration will be at Professional Band 1 (\$90,695.28 - \$101,365.30) inclusive of superannuation and appointed at demonstrated skill level. The successful candidate will be required to enter into a contract until **30 June 2019**.

AITSL's funding arrangement expires on 30 June 2019, and employment with AITSL will end on that date, unless an extension is negotiated on the agreement of the Board and the appointee.

AITSL makes no representation that this employment agreement will be continued for any particular period of time, or at all, after 30 June 2019.

## Who are we?

AITSL is a public company based in Melbourne. We are funded by the Australian Government. The Commonwealth Minister for Education and Training is the sole member of the Company.

As a national body, we were established to promote excellence so that teachers and school leaders could have the maximum impact on student learning in all Australian schools. We work in partnership with governments, education leaders, teacher education providers, systems, sectors and the profession across all jurisdictions to provide support to advance quality teaching and effective school leadership in Australia. Everything we do is backed by evidence and research.

We operate under our own constitution, and are governed by an independent Board of Directors who bring diverse professional experiences and expertise in educational practice, research and provision to the work of the Institute. Visit: [www.aitsl.edu.au](http://www.aitsl.edu.au) for more information about AITSL.

## AITSL's Behaviours

We are committed to the key principles of equity and excellence in the education of all young Australians, in order to cultivate successful learners, confident and creative individuals and active and informed citizens.

We have a series of guiding behaviours that underpin and guide our work as individuals and as an organisation.

We will:

- Be up for the Challenge
- Embrace change and work to maximise impact
- Work together and own the whole job
- Be respectful, listen to each other and learn from each other