

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:	Senior Communications Advisor
Work location:	Melbourne
AITSL classification range:	Professional Band 2
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 Senior Communications Advisor 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 senior practitioner who understands the need for communications that are engaging, varied, relevant and tailored to audiences. You will have outstanding stakeholder relationship 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

- Work with the Communications and External Relations Manager to develop, implement and evaluate:
  - An overarching national media strategy
  - AITSL's impact and reach

- Specific communications / public relations projects that engage, inspire and advance practice across teachers and school leaders
- Maintain and leverage relationships with key national media, state, territory and federal education department media offices, suppliers and agencies
- Undertake an environmental scan on a regular basis to identify emerging issues and opportunities
- Manage AITSL's media monitoring activities
- Identify and create media opportunities including preparation of media releases and from time to time opinion pieces.
- Write media briefs in response to media enquiries or emerging issues. Provide strategic advice on issues arising within the political and education sectors
- Oversee and project manage the development of corporate publications and products such as the annual report and a variety of toolkits and resources
- Provide copywriting and editorial support to the project teams
- Develop and manage communications campaigns to support AITSL's work, including the development of launch campaigns for products and services
- Other duties consistent with the position where required and/or requested from time-to-time.

## Key Challenges

- Anticipating and responding quickly and effectively to issues arising in the media
- Being aware of context and sensitive to stakeholder concerns
- Delivering clear and concise communications that promotes excellence so that teachers and school leaders have maximum impact on student learning
- Multi-tasking and prioritising projects

## Key Competencies

- Outstanding writing and editing skills
- Proven record of identifying strategic media opportunities
- Superior interpersonal skills to deal with and influence internal and external stakeholders
- Demonstrated ability to deliver time-critical work under broad direction, in a fast-paced environment.
- Demonstrated Project and production management
- Strong stakeholder relationship management
- Skills and interest in multi-media formats and social media.
- Knowledge and interest in the education sector.

- Ability to work and communicate effectively across the organisation
- Analytical skills, including the ability to take complex technical information and translate into language appropriate for the audience.
- Attention to detail.

## Key Selection Criteria

- A tertiary qualification in communications, corporate affairs or a related discipline, and/or equivalent demonstrated experience in a related field.
- Highly developed strategic communications, media, stakeholder engagement and project management skills.
- Outstanding interpersonal and presentation skills to build relationships both internally and external to the organisation.
- 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.
- Ability to work both independently and collaboratively as a productive team member.
- Experience in a government, government agency or not-for-profit communications setting, and experience or understanding of the education sector is desirable.

## Remuneration

Remuneration will be at Professional Band 2 (\$113,369.09 – \$125,372.88 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.