

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

Position Title	Communications Officer
Business Unit	Brand, Communications and Digital
Leader Title	Director, Brand, Communications and Digital
Employment status	Full Time to Max Term June 2022
Date	

About this role

As a key part of the Brand, Communications and Digital team, the Communications Officer will be responsible for monitoring and publishing to AITSL's social media channels. You will work collaboratively with the team to help execute the content marketing strategy, developing platform-specified content - using platform specific functionality - to share with our almost 120,000 followers across LinkedIn, Twitter and Facebook.

Your sharp copywriting skills and creative flair will enable you to generate fresh and interesting content – different and specific for each platform - that showcases quality teaching and leadership and promotes AITSL's tools and resources.

Working closely with the Senior Marketing Officer and Senior Campaign Strategist, you publish based on a content calendar and help plan and deliver on key annual campaigns such as World Teachers' Day and the Highly Accomplished and Lead Teacher Summit.

You will actively monitor social channels, regularly test and trial new platform features with AITSL content, draft EDM/ website copy and report on results.

You'll have a sharp eye for detail and love working with words, image, and video You'll help protect the AITSL brand, keeping a close eye on social media, and will oversee our private Facebook Group (Teachers Supporting Teachers – Australia) with 9,000 members. This is a role with lots of opportunity to grow and learn, and interest/ experience in any of marketing automation, Google Search (PPC), Display and You Tube advertising, HTML and/ or SEO would be a plus.

What you'll be doing

On a day-to-day basis, you'll undertake a range of activities, including:

- manage the day-to-day activities across AITSL's social media platforms (Facebook, Twitter, LinkedIn)
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- identify new functions of social media channels AITSL can test and trial
- manage and foster growth and engagement within the Teachers Supporting Teachers – Australia Facebook Group
- draft, review, and post platform-specific content for social media based on the content marketing plan
- draft content for EDMs and the AITSL website
- help plan and execute marketing activities as a part of key campaigns, launches and other AITSL activities
- collate and report on key digital marketing metrics, and advise on tactics to improve results
- ensure consistent voice/ branding across all marketing activities, and assist with proofreading/ reviewing the work of others
- maintain up-to-date knowledge of best practices especially in relation to social media and content marketing
- respond to inquiries via digital channels
- any other duties as directed by the Director, consistent with your skills and competencies.

What we're looking for

We're looking for a positive and enthusiastic team player who can work effectively as a part of a cross-functional communications, marketing, and digital team. You will have qualifications and experience to grow audience and engagement on AITSL's social channels and bring creativity and an eye for detail to the content you create and post. You will be proactive and help us to continuously improve and grow our audience.

You will excel in a fast-paced, multi-faceted environment where no two days are the same. You are comfortable managing multiple tasks while maintaining high attention to detail, always focused on quality results and responsive to internal and external stakeholder needs.

Ideally, you'll have the following:

- A relevant tertiary qualification and experience operating in a marketing or communications role within either the private or public sector.
- Experience managing social media accounts and managing an online community.
- Experience using creative/management tools such as Agora Pulse, MailChimp, VEED, Taggbox and Canva.
- Ability to collate, analyse and report on data.
- Attention to detail and the ability to work to tight deadlines.

- Evidence of the ability to think innovatively, be proactive, and exercise judgement and decision-making.
- A strong team-oriented mindset.
- Experience in copywriting, editing and proofreading.
- Experience/ expertise in marketing automation, PPC, Google Display and You Tube advertising, HTML and/ or SEO.

About AITSL

AITSL is a Commonwealth company and not-for-profit based in Melbourne. We are funded by the Australian Government. The Australian Government is the sole member of the company, represented by the Minister for Education

As a national body, AITSL was established to promote excellence in the profession of teaching and school leadership. We work with the education community to improve student learning by:

- defining and maintaining standards for initial teacher education, teachers and principals;
- leading and influencing improvement and reform in initial teacher education, teaching and school leadership;
- supporting, recognising and extending high quality, high impact professional practice.

We are governed by a constitution and an independent Board of Directors who bring diverse professional experiences and expertise in educational practice, and research to the work of the company. Visit: www.aitsl.edu.au for more information about AITSL.



Up for the challenge



Embrace change



Working together



Being respectful

AITSL is an equal opportunity employer and is committed to building a culturally diverse organisation. We strongly welcome and encourage interest from Aboriginal and Torres Strait Islanders and people from culturally diverse backgrounds. We also strongly welcome and encourage people with disabilities to apply for roles with AITSL.

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 for more information about AITSL.