
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.

Position Title	Principal, Marketing and Communications
Business Unit	Brand, Communications and Digital
Leader Title	Director, Business Services
Employment status	Full time, maximum term to June 2023
Date	December 2021

About this role

The Principal, Marketing and Communications is a senior position in AITSL's Brand, Communications and Digital team that provides strategic and operational leadership, along with engagement with senior AITSL colleagues.

The Principal leads a small dynamic team that develops and delivers effective communications that engage and support teachers, school leaders, initial teacher education providers and their students, system and sector employers, regulatory authorities and other key stakeholders. The team is also responsible for the development of stakeholder engagement strategies and plans for key AITSL programs that build brand awareness.

What you'll be doing

As every day is different at AITSL, the role will include a broad and diverse range of activities. You will:

- Develop and oversee marketing and communications campaigns and strategies that engage and support teachers, school leaders and the broader profession, from contributing to strategic planning through to implementation and post campaign review.
- Nurture, challenge and develop a small dynamic, high-performing team.
- Actively manage a communications pipeline, providing specialist advice, anticipating needs and proactively responding to these.
- Work collaboratively with internal project teams to identify communication needs, manage expectations, develop plans and deliver agreed outcomes within budget, scope and timeline.

What we're looking for

- Proven high level marketing and communications experience across a range of projects.
- Seasoned writer, with demonstrated experience creating content for marketing collateral and other types of print, electronic and social media, as well as proven capacity in PR and media relations.
- The ability to work with limited direction in an environment with multiple priorities.
- Exceptional interpersonal skills with a strong sense of team and a focus on collaboration.
- Ability to multi-task and adapt to changing priorities within a complex environment.
- Generalist communications background with experience leading marketing communications campaigns and engaging with a diverse group of stakeholders.
- Experience in leading a team with the ability to work collaboratively, prioritise work requirements, delegate tasks and consult appropriately to ensure timely outcomes.
- Demonstrated experience developing and implementing stakeholder engagement plans.
- Experience in a government agency or not-for-profit communications setting is desirable.
- A tertiary qualification in communications or a related discipline, and/or equivalent demonstrated experience in a related field.

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

Straight Islanders and people from culturally diverse backgrounds. We also strongly welcome and encourage people with disabilities to apply for roles with AITSL.

How to apply

Applications must be submitted via seek and include a resume and cover addressing the key requirements of the position.

Applications close COB 21 January 2022

The shortlisting process will commence immediately so send in your application as soon as possible.

Please direct any queries to employment@aitsl.edu.au