

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	Senior Advisor, Communications
Business Unit	Teacher Workforce
Leader Title	Principal, ATWD Publications
Employment status	Max term until June 2025; Full time
Date	September 2023

About this role

Are you an expert at crafting communications insights from data? In the ever-evolving landscape of education, it is crucial to have a comprehensive understanding of the national teacher workforce and its needs, to ensure the effective support and sustainability of the teaching profession.

The Australian Teacher Workforce Data (ATWD) initiative provides the national evidence base that helps inform the future of the teaching profession. This role will play a key part in a team that delivers translation of data into comprehensive knowledge about teachers' career pathways from commencement to retirement, supply challenges, attrition and career intentions, workplace experiences, and, overall, the sustainability of the profession.

AITSL is looking for a Senior Advisor, Communications to join the ATWD Publications team to support AITSL's work in the teacher workforce space. As an experienced marketing and communication professional, you will work closely with the Principal of ATWD Publications, as well as AITSL's Brand, Communications and Digital team, to drive the development, delivery and evaluation of all communications and campaigns for the ATWD.

The Senior Advisor, Communications will be a savvy all-rounder when it comes to Communications and have experience working with technical experts. We are looking for a highly skilled and motivated person who knows how to interpret technical information and nuance the messaging to highlight key messages in data. They also need to have strong issues management skills and exceptional interpersonal skills.

Working both independently and within teams, the Senior Advisor, Communications will draw on broad skills and experience across marketing and communications, including copywriting and editing, development of communication materials/collateral for a variety of media channels and audiences, and campaign promotion. This role will strategically position the ATWD project with key audiences.

What you'll be doing

You'll undertake a range of activities, working closely with the Principal, ATWD Publications, including:

- Build your knowledge of the ATWD data, derive insights and extract key messages.
- Lead the development and implementation of all communication materials/collateral for ATWD publications and data releases.
 - Plan and deliver communication strategies to grow the audience of ATWD publications and products.
 - Tailor messages and styles to suit a variety of communication media/channels and audiences.
 - Develop various communications materials for the ATWD project including website content, social media content, blog content, presentations and more.
- Develop and implement the promotion of the Australian Teacher Workforce Survey, including communications material/collateral for a variety of audiences and channels.
 - Provide end-to-end management of this campaign, including analysing and interpreting data to generate insights and targeted communications, recommend audience segmentation and channels, and make constructive recommendations to optimise future campaigns.
- Proactively monitor the broader context and social media environment and advise on opportunities that are available for increased exposure and engagement and manage risks.
- Provide strategic advice on communication strategies and media issues to assist in shaping ATWD messaging.
- Work with AITSL's Brand, Communications and Digital team and external suppliers (e.g., creative agencies, graphic designers, printers) to ensure delivery of communications collateral for the ATWD project within the agreed time and budget parameters.
- Work collaboratively across the organisation to fully understand initiatives, issues and implications, and ensure communications solutions support the business objectives of the ATWD project in line with AITSL's values.
- Provide a flexible, adaptive and responsive approach to delivering planned tactics and activities across the program area.
- Any other duties as directed by the Principal, ATWD Publications consistent with your skills and competencies.

What we're looking for

We're looking for an experienced communication professional with communications, data translation and copywriting experience. You will be strategic and outcome-focussed in mindset, and able to plan and deliver tactical campaigns using social media and other online platforms. Effective time management is essential, and you will be adept at managing competing priorities, with the ability to work as part of a tight-knit, collaborative team, to deliver outstanding content and messaging across multiple channels.

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:

- Tertiary qualification in communications (e.g., science communications), or qualifications in media, journalism or writing and editing. Experience in a public policy domain (e.g., education, public health) is preferred.
- Demonstrated experience communicating data and research findings, including developing key messages for sharing findings with a non-technical audience.
- Proven ability to synthesise longform content into clear, plain language messaging tailored to target audiences.
- Demonstrated experience developing communication strategies to meet defined objectives in a politically sensitive environment.
- Experience implementing promotion campaigns across various communication mediums/channels.
- Experience writing website copy and working with developers/designers to develop intuitive, user friendly and navigable web browsing experiences.
- Exceptional interpersonal skills including a proven ability to build effective working relationships, with effective influencing and negotiation skills.
- Demonstrated experience providing strategic advice on media issues and communication strategies to assist in mitigating risk.
- Demonstrated project management skills including the ability to manage workflow, with excellent attention to detail.
- Evidence of the ability to think innovatively, be proactive, and exercise judgement and decision-making.
- Self-motivated and ability to work under pressure and to deadlines.
- A strong team-oriented mindset.
- Experience in copywriting, editing and proofreading.

Desirable

- Knowledge and experience in the education or not-for-profit sectors.

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 in 3 main areas of focus:

- **Initial teacher education:** We provide support, resources and tools to help ensure that every pre-service teacher is classroom ready upon graduation.
- **Quality teaching:** We help teachers be the best they can be, and provide tools and resources to maximise their impact on student learning.
- **Leadership:** We help school leaders become highly-effective by giving them the tools, resources, policies and practices needed to succeed in their important role.

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.