



POSITION DESCRIPTION

POSITION TITLE	Design and Communications Coordinator	
REPORTS TO	Manager – Marketing and Communications	
MAIN PEOPLE INTERACTIONS	INTERNAL Manager – Marketing and Communications Director Learning Technologies Developer Digital Content Officer Consultants	EXTERNAL Schools Suppliers
POSITION PURPOSE	The Design and Communications Coordinator is responsible for delivering external newsletter communications and producing high-quality graphic design materials that strengthen AISWA's brand image, enhance stakeholder engagement, support member needs, grow revenue streams, and help position AISWA as a top 10 educational brand in Western Australia.	
PURPOSE, VALUES AND BEHAVIOURS	<p>PURPOSE</p> <p>To lead, serve and advocate for the WA Independent Schools sector.</p> <p>OUR VALUES</p> <ul style="list-style-type: none"> • Integrity • Service • Equity • Stewardship <p>Integrity – We build trust through honesty and integrity As a member organisation we are committed to honesty, truthfulness and acting in a way that builds trust with our stakeholders.</p> <p>Service – We actively listen, lead, and support our sector We deliver a positive and sustainable service to our members. We are responsive, we listen and lead our sector by offering the best evidence-based programs and services.</p> <p>Equity – We celebrate choice and diversity We encourage a workplace that celebrates and provides equal opportunities for all employees. This equity extends to our members where we advocate for our schools that provide diversity and choice in education for the Western Australian community.</p> <p>Stewardship – We responsibly and ethically manage resources entrusted in our care We promote the importance of independent education through strong stewardship and highlight that it contributes to a diverse choice in education. We seek new opportunities to advocate, deliver new solutions and programs that strengthen independent schools in Western Australia.</p> <p>EXPECTED BEHAVIORS AND ATTITUDES:</p> <ul style="list-style-type: none"> • Actively support AISWA's Purpose • Comply with AISWA's Values, Policies, Procedures, and Codes • Adhere to all Health and Safety laws and contribute to a safe and healthy workplace. 	

KEY POSITION RESPONSIBILITIES	TASK FOCUS AREAS
Corporate branding and marketing	<ul style="list-style-type: none"> • Produce Branding and Marketing Materials: Design and develop a range of branding and marketing materials - including videos, brochures, flyers, and digital content - to support promotional efforts, strengthen stakeholder engagement, and contribute to revenue growth. • Electronic Newsletters: Design, write, and distribute regular e-newsletters to promote AISWA services, events, and updates, ensuring consistency with AISWA's branding and messaging. • Content Strategy Development: Collaborate in the development of a strategic content calendar that aligns with AISWA's goals and drives member engagement. • Style Guide Management: Develop and maintain the AISWA Style Guide to ensure all communications reflect a consistent and professional brand image. • Revenue Generation: Create marketing content and assets that support revenue-generating activities - including events, professional learning, and member services - to help drive sustainable income streams. • Campaign Communication and Asset Development: Support the delivery of marketing campaigns by developing visual and written materials such as social media graphics, basic presentations, infographics, and other branded assets. Under guidance, contribute to the development of campaign goals (KPIs) and assist in coordinating both paid and organic promotion, with a focus on stakeholder engagement and revenue growth within defined budgets.
Learning and Member Technology Platforms	<ul style="list-style-type: none"> • Support Online Course Review: Assist the content team by reviewing course visuals and layouts to ensure brand consistency and a high-quality user experience. • Design On-Brand Course Materials: Collaborate with consultants to design course assets that adhere to AISWA's brand guidelines and support a professional, member-focused experience. • Contribute to Website Design: Provide input on website visuals and layout to enhance usability, accessibility, and alignment with AISWA's brand and messaging.
Other	<ul style="list-style-type: none"> • Supplier Coordination: Source and liaise with commercial suppliers for the production and printing of marketing materials. • Other duties: Perform other duties as assigned by the Director.
Position Selection Criteria	<ul style="list-style-type: none"> • Ability to support the implementation of communication strategies by creating content for newsletters, social media, and digital platforms to engage stakeholders and support organisational goals. • Sound understanding of brand guidelines and the ability to follow direction to ensure consistency across visual and written materials. • Strong foundational graphic design skills, with experience creating visual assets such as flyers, infographics, and simple promotional materials. • Basic knowledge of website design principles, with the ability to offer feedback on layout and user experience from a branding and accessibility perspective. • Experience assisting in the review of educational content, focusing on visual design, user experience, and brand alignment. • Confident communicator with the ability to collaborate effectively with internal teams to support marketing objectives.

	<ul style="list-style-type: none"> • Ability to manage multiple design tasks under guidance, ensuring timely delivery and adherence to quality standards. • Awareness of brand consistency and legal considerations, including image usage rights and attribution. • Willingness to assist in sourcing print quotes and coordinating with suppliers under supervision. • Collaborative team player, eager to support consultants and staff with on-brand visuals and contribute to ongoing brand development.
Qualifications	<ul style="list-style-type: none"> • VET qualification or bachelor's degree in marketing, graphic design, communications, or a related field. • High proficiency in graphic design software (e.g., Adobe Creative Suite) and video production tools. • Experience in branding, marketing, and campaign development. • Demonstrated ability to create and manage a style guide, ensuring brand consistency across all materials.