



POSITION DESCRIPTION

POSITION TITLE	Digital Engagement and Communications Coordinator	
REPORTS TO	Manager – Marketing and Communications	
MAIN PEOPLE INTERACTIONS	INTERNAL Manager – Marketing and Communications Directors Strategic Communications and Business Development directorate staff	EXTERNAL Schools Suppliers Partners Media
POSITION PURPOSE	This position is responsible for delivering and coordinating strategic content, digital engagement, and services marketing to strengthen AISWA's profile. By creating tailored content for diverse external audiences, enhancing internal communications, and supporting advocacy initiatives, the role contributes to meeting member needs, growing revenue opportunities, and positioning AISWA as a leading educational brand in Western Australia. The role also plays a key part in strengthening internal communications, ensuring AISWA staff remain connected and well-informed.	
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"> • Lead communications strategy and content planning – Develop and implement a coordinated communications plan that aligns with AISWA's strategic priorities and strengthens brand presence. • Promote and support AISWA events – Deliver timely, engaging communications and marketing support to maximise participation and highlight the value of AISWA's professional learning and networking events. • Grow digital and social media presence – Enhance AISWA's online visibility by creating impactful content, increasing followers, and fostering meaningful engagement, with a focus on LinkedIn. • Manage and enhance internal communications – Coordinate effective internal communication channels to ensure staff remain informed, connected, and engaged with AISWA's activities and priorities. • Produce audience-targeted content – Develop clear, compelling, and tailored content for the members, government, and public that addresses the needs and interests of diverse audiences across multiple platforms. • Support advocacy, media, and partner initiatives – Contribute to AISWA's advocacy and partnerships by preparing key messages, briefing materials, and media content that amplify AISWA's role and impact. • Assist with video production and event briefings – Support the production of high-quality video content and the preparation of event briefings to enhance storytelling and member engagement.
Member technology platforms	<ul style="list-style-type: none"> • Contribute to website and member portal content - Develop, review, and optimise content to ensure it is clear, engaging, and aligned with AISWA's brand, key messages, and audience needs. • Microsoft Dynamics CRM – Utilise AISWA's customised Microsoft Dynamics CRM to drive member communications, shape member journeys, and deliver tailored messaging to AISWA member users.
Other duties	<ul style="list-style-type: none"> • Perform other duties as assigned by the Director.
Position selection criteria	<ul style="list-style-type: none"> • Demonstrated ability to develop and implement communication strategies and content plans that strengthen the organisation's profile and achieve key objectives. • Experience in promoting events and providing communication support to maximise engagement and participation. • Proven experience growing digital presence and engagement through the creation of relevant and compelling content. • Ability to manage and enhance internal communications to keep staff informed, engaged, and aligned with organisational priorities. • Skilled in producing clear, tailored content for diverse audiences, including members, the public, and government stakeholders. • Experience supporting advocacy initiatives, preparing media content, press statements, and coordinating media events. • Experience assisting with partner engagement activities and activations. • Ability to contribute to the production of high-quality video content and preparation of materials for events and briefings. • Experience in developing, reviewing, and optimising website and portal content to ensure clarity, accessibility, and alignment with brand messaging. • Experience in branding, marketing, and campaign development. • Demonstrated ability to apply a style guide, ensuring brand consistency and messaging across all materials.

Qualifications	<ul style="list-style-type: none">• Bachelor's degree in marketing, Communications, Journalism, or a related field, or relevant VET qualification.• Basic proficiency in graphic design software (e.g., Adobe Creative Suite) and video production tools.• Experience in CRM communications and customer journey development, preferably using Microsoft Dynamics or a comparable CRM platform.
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