



POSITION DESCRIPTION

POSITION TITLE	Manager, Marketing and Communications	
REPORTS TO	Director, Strategic Communications and Business Development	
MAIN PEOPLE INTERACTIONS	INTERNAL Executive Team Internal AISWA staff Direct Reports: Communications, Content and Design teams	EXTERNAL Service providers Media Independent Schools Australia
POSITION PURPOSE	This position will be responsible for developing and executing comprehensive communication and marketing plans that support the achievement of AISWA's strategic priorities. They will lead the communications, content, and design teams to develop and design high-quality communications across multiple channels.	
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><u>Integrity – We build trust through honesty and integrity.</u> As a member organisation we are committed to honesty, truthfulness and acting in a way that builds trust with our stakeholders.</p> <p><u>Service – We actively listen, lead, and support our sector.</u> 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><u>Equity – We celebrate choice and diversity.</u> 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><u>Stewardship – We collaborate to deliver choice in education.</u> 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
Strategy	<ul style="list-style-type: none"> • Develop and implement communications and marketing strategies to promote brand awareness and support business objectives. • Measure and analyse the performance of communication and marketing initiatives, providing regular reports and insights. • Lead the campaign management process from strategic planning, development, execution, to delivery including the development and distribution of all communication materials including such as messages, creative content, and collateral for multi-channel campaigns. • Oversee the development, design, distribution, and maintenance of high-quality print and electronic collateral including, but not limited to annual reports, brochures, capability statements, presentations, newsletters, and reports. • Plan and execute the development of marketing and communication services for members. • Work collaboratively with contractors engaged in PR and Advocacy programs to effectively position AISWA in market.
Communications and marketing	<ul style="list-style-type: none"> • Create and manage content across multiple channels including website, social media, email campaigns, press releases, and marketing collateral. • Stay updated with emerging technologies and best practices in communications and marketing to drive innovation and continuous improvement. • Build relationships to ensure business units receive adequate marketing support. • Establish and maintain relationships with media, handling media inquiries and conducting proactive media outreach. • Ensure communications are culturally competent and reach diverse audiences. • Develop service offerings in Marketing and Communications that can be offered to members schools.
Leadership	<ul style="list-style-type: none"> • Experience leading people, both internal staff and third-party contractors. • Strong leadership skills to inspire and guide the marketing team to achieve business objectives. • Collaborate with the Director Strategic Communications and Business Development, and other senior leaders to execute the strategic plan. • Oversee the annual team budget. • Facilitate the development, implementation, monitoring and review of strategies to enhance the quality of communications internally and externally. • Cultivate and maintain a collaborative and high-performing Marketing and Communications team that delivers tangible results. • Manage staff team performance in alignment with AISWA performance management policies and procedures. • Identify business improvements, manage change, and enhance team efficiency.
Other	<ul style="list-style-type: none"> • Perform other tasks as required.
Software Specific Requirements	<ul style="list-style-type: none"> • Proficiency in Microsoft Office Suite (Outlook, Word, Excel, and Teams). • Proficiency in social media platforms such as 'Meta', 'X', and 'LinkedIn', with an understanding of campaign marketing through these channels. • Experience using the Adobe Design suite of software products (or alternative equivalent) to support the production of high-quality video reels and image posts.

**Essential
Qualifications and
skills**

- Bachelor's degree in marketing, communications, public relations, or a related field.
- Extensive experience in communications, marketing, or a related role, with a proven track record of success in developing and implementing strategic campaigns.
- Strong writing and editing skills, with the ability to craft clear, compelling messages for various audiences and channels.
- Experience in creating proposals and reports.
- Proficiency in digital marketing tools and platforms, including social media management, email marketing, and analytics.
- Experience managing media relations and developing press materials.
- Excellent project management skills, with the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously.