



POSITION DESCRIPTION

POSITION TITLE	Multimedia Marketing Coordinator	
REPORTS TO	Manager, Marketing and Communications	
MAIN PEOPLE INTERACTIONS	INTERNAL Managers Consultants	EXTERNAL Schools Service providers
POSITION PURPOSE	The Multimedia Marketing Coordinator is responsible for creating engaging multimedia content, with a strong focus on video production. This role oversees AISWA's social media channels and develops dynamic marketing materials, including videos, newsletters, and digital campaigns. By driving member engagement and supporting revenue growth, this position plays a pivotal role in AISWA's marketing and communication efforts.	
PURPOSE, VALUES AND BEHAVIOURS	<p>PURPOSE 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 responsibly and ethically manage resources entrusted in our care.</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
Multimedia Marketing	<ul style="list-style-type: none"> • Develop, produce, and edit high-quality video content for marketing campaigns, event promotion, and member engagement. • Oversee AISWA's social media channels, including scheduling, posting, monitoring, and moderating content to maximise engagement and reach. • Collaborate on creating a strategic content calendar that aligns with AISWA's goals and drives member engagement. • Create marketing content that supports revenue-generating activities, such as events, professional learning, and membership services, contributing sustainable income streams. • Design, write, and distribute regular e-newsletters promoting AISWA services, events, and updates, ensuring alignment with branding and messaging. • Ensure all content adheres to AISWA's brand guidelines and reflects the organisation's values and strategic goals. • Monitor member feedback and engagement across digital platforms, reporting insights to help shape future content strategies. • Track and analyse the performance of digital content and social media platforms, providing regular reports to refine strategies and improve engagement. • Ensure compliance with AISWA's Social Media Guidelines and other relevant policies, adapting strategies to meet the organization's evolving needs.
Other	<ul style="list-style-type: none"> • Perform other duties as assigned by the Director.
Position Selection Criteria	<ul style="list-style-type: none"> • Proven ability to storyboard, film, edit, and produce high-quality video content for diverse platforms. • Demonstrated experience in managing and growing social media accounts, with a focus on increasing engagement and reach. • Proficiency in creating a variety of digital marketing materials, including newsletters, social media posts, and promotional content. • Experience in developing visually appealing content that aligns with branding and communication strategies. • Strong understanding of Search Engine Optimisation (SEO), social media algorithms, and analytical tools to optimise content performance. • Ability to track, analyse, and report on the performance of digital marketing efforts to inform strategy. • Excellent interpersonal skills with the ability to work effectively with internal teams and stakeholders. • Exceptional organisational skills with the ability to manage multiple tasks, prioritise effectively, and meet deadlines. • High level of accuracy and meticulous attention to detail in all content and campaigns.
Qualifications	<ul style="list-style-type: none"> • Bachelor's degree in marketing, Communications, Multimedia, or a related field. • Strong understanding of social media platforms (e.g. Facebook, Instagram, LinkedIn, YouTube) and their best practices. • Skilled in graphic design and video editing software such as Adobe Creative Suite, Final Cut Pro, or similar tools. • Knowledge of digital marketing principles and content strategy development. • Demonstrated experience managing and executing email marketing campaigns.

