



Marketing and Communications Coordinator

0.2 FTE

Pro-Rata of \$65,000 pa + Superannuation

About the Federation

The Australian Science Teachers Association (ASTA) is a federation of the Science Teachers Associations from all eight Australian States and Territories.

We believe that by supporting science teachers, we inspire a new generation of scientists and researchers who can advance scientific research and solve problems that will lead us to a better tomorrow.

Our mission is to harness the collective strength of our state and territory science teachers associations and their membership in advocating for science educators nationally.

We work to achieve this mission through advocacy; delivery of national professional development opportunities; national outreach programs, resources, and services of benefit to teachers and students; including the establishment of networks and partnerships across a broad audience.

About the position

This position will play a crucial role in positioning the Association as a voice for science education nationally and building the profile of the Federation including the state and territory science teachers associations.

It is well suited to a digital native with a passion for strategically building purposeful brands and turning science and education stories into meaningful communications.

The successful applicant will support the delivery of a number of national projects through attracting advertising and project revenue to ensure the successful delivery of a growth agenda.

This role connects the successful applicant with a supportive nationwide community of science educators and stakeholders from government, industry and academia and provides a platform to extend our reach and deepen our impact.

The successful applicant will have or be working towards a relevant degree or equivalent experience, and proven record in digital communications.

We'd love to hear from you if you are an ambitious communicator looking to work in a new purpose-led and dynamic environment, committed to growing the Association, with exceptional interpersonal skills and the ability to clearly communicate across multiple audiences and digital platforms.

This position reports to and works closely with the Executive Director

You will be required to

Build the Associations brand

- Develop, plan and implement communication strategies incorporating multi-channel collateral to effectively position the Association with key audiences.
- Create content that can be used to raise awareness and knowledge of the Association's major projects
- Manage key communication channels including media, e-newsletters and social media platforms
- Review and optimise the Association's website, ensuring that the content is current, relevant and engages our key audiences
- Manage a targeted advertising campaign to promote our brand and products
- Ensure our presence at key national events
- Engage with Industry to promote the importance of science education
- Promote relevant Industry Partnerships

Support the growth of the Association through proactive Business Development

- Increase awareness of our services and products
- Increase our client base for federation services and products
- Secure project related advertising.

Raise awareness of the Federation

- Increase awareness of our services and products offered by members of the federation
- Support federation members with membership growth
- In collaboration with the Executive Director Position the Association as a key partner for members and a catalyst of national action

Internal (organisational)

- Prepare reports for quarterly board meetings
- Attend team meetings
- Commit to a culture of continuous improvement

Key Relationships

Internal	Why
Executive Director	Working with the Executive Director, you will ensure increased brand awareness of the Association. The Executive Director is here to support and provide guidance as required.
Project Manager	Collaboration on content development for communications, advertising and media
Office Manager	Collaboration on content development for communications, advertising and media.
Team	Participation in team meetings Collaborate on significant events
Board	Bi-monthly reporting via the CEO to the Board.
STA Members - staff and boards	Collaboration on content development for communications, advertising and media.
External	Why
Auspiced Partners	Ensuring our obligations are met.
Advertisers	Securing leads and ensuring obligations are met

Reporting Line

The Marketing and Communications Coordinator reports to the Executive Director

Direct Reports

There are no direct reports, however from time to time this role may have volunteers reporting to it.

Budget Responsibilities

- Responsible for marketing expense budget and for securing a marketing related income budget

Selection Criteria

We are looking for someone with the following strengths:

1. **A growth mindset:** Be able to demonstrate the capacity to work in a dynamic and fast-paced environment where continuous learning and improvement is embraced both personally and for the Association.
2. **An exceptional communicator:** with the ability to craft compelling messaging for a variety of audiences and platforms. You will be a wiz at creating clear, concise, and engaging copy and visual content.
3. **A strategic thinker:** able to think strategically about marketing and communications, with a focus on achieving business objectives. You will be great at identifying target audiences, developing and delivering marketing plans that are results driven.
4. **A creator:** An innovator, able to generate and deliver new ideas and solutions to our communications so that we can increase our impact for science educators nationally. Visual design skills are a plus.
5. **Outcomes oriented:** Strong analytical skills, with the ability to track and analyse campaign performance metrics, identify trends, and adjust strategies accordingly. Experience using analytics tools and comfortable working with data.

6. **Team player:** Recognise and appreciate the connectedness between all team members and an ability to work effectively with colleagues to achieve shared goals.
7. **Agility:** Flexibility and the ability to adapt to changes in work tasks and priorities are essential to support fluid business needs. You'll need to be able to manage multiple projects simultaneously, and be comfortable with sourcing what you need from the team.