

	<b>Marketing &amp; Digital Communications Officer Position Description</b>			<b>MGR01</b>		
	Prepared By:	<b>Tadashi Nakamura</b>	Issued	16/03/2026	Copy no	1
	Authorised By	Executive Director, Corporate Service	Replaces		Page	1 of 4
Reason for Amendment						

POSITIONS DETAILS	MARKETING & DIGITAL COMMUNICATIONS OFFICER
LOCATION:	1 Lipson Street, Port Adelaide South Australia 5015
DEPARTMENT:	Education and Support
REPORTS TO:	Executive Director, Corporate Service
DIRECT REPORTS:	NIL
EMPLOYMENT	Part- or Full-Time (0.6 – 1.0 FTE)
CONDITIONS:	Key Performance Indicators will be reviewed quarterly. Prescribed Position
RELEVANT AWARD:	Educational Services (Post-Secondary Education) Award 2010

KEY POSITION OBJECTIVES
<p>The Marketing &amp; Digital Communications Officer is responsible for developing, coordinating, and delivering effective marketing and communication activities that promote the services, programs, and initiatives of Tauondi Aboriginal College and its partner organisation SAAETCC. The role supports the visibility and reputation of both organisations by ensuring consistent, engaging, and culturally appropriate communication across digital and print platforms.</p> <p>The position manages and maintains the organisations’ websites, social media platforms, and other online communication channels, ensuring information is current, accurate, and aligned with organisational branding and messaging. The role also contributes to the design and development of printed promotional materials, including flyers, brochures, and marketing resources that effectively promote training programs, community initiatives, and services.</p> <p>Working collaboratively with internal teams and stakeholders from both Tauondi and SAAETCC, the Marketing &amp; Digital Communications Officer supports marketing campaigns, community engagement, and promotional activities that enhance awareness, participation, and partnerships. The role ensures that communications are delivered in a professional, timely, and culturally respectful manner, supporting the organisations’ strategic goals and strengthening connections with Aboriginal communities, industry partners, and the broader public.</p> <p>The position requires strong skills in digital media, content development, branding, and communication, as well as the ability to manage multiple platforms and projects while maintaining high standards of quality, accuracy, and cultural sensitivity.</p>
KEY ACCOUNTABILITIES AND RESPONSIBILITIES
<p>1. Digital Media and Website Management</p> <ul style="list-style-type: none"> <li>• Maintain and regularly update the Tauondi and SAAETCC websites, ensuring information is accurate, current, and accessible.</li> <li>• Manage and publish content across social media platforms to promote programs, services, events, and organisational initiatives.</li> <li>• Monitor website and social media activity to ensure content remains relevant and aligned with organisational messaging and branding.</li> <li>• Coordinate updates to online information including training programs, community initiatives, and organisational announcements.</li> <li>• Ensure digital content is presented in a professional, culturally appropriate, and engaging manner.</li> </ul>

2. Marketing and Promotional Materials
  - Develop and produce printed and digital promotional materials, including flyers, brochures, posters, and newsletters.
  - Support the promotion of training programs, community initiatives, and services delivered by Tauondi and SAAETCC.
  - Ensure all promotional materials align with organisational branding and communication guidelines.
  - Assist in developing marketing resources for events, workshops, and community engagement activities.
  - Coordinate the distribution of promotional materials across appropriate platforms and networks.
3. Content Development and Communications
  - Create engaging written, visual, and digital content for websites, social media, newsletters, and other communication channels.
  - Support internal teams by translating program information into clear and effective promotional content.
  - Prepare communication materials including announcements, updates, and promotional messages.
  - Maintain consistent and positive messaging that reflects the values and mission of Tauondi and SAAETCC.
  - Ensure communications are culturally respectful and appropriate for Aboriginal communities and stakeholders.
4. Stakeholder Engagement and Collaboration
  - Work collaboratively with staff across Tauondi and SAAETCC to gather information and promote organisational activities.
  - Liaise with internal teams, trainers, and program coordinators to support marketing and communication needs.
  - Assist in promoting partnerships, community engagement activities, and industry collaborations.
  - Support communication with external stakeholders including community organisations, industry partners, and the public.
  - Contribute to building positive relationships that enhance the visibility and reputation of both organisations.
5. Marketing Coordination and Support
  - Assist in planning and coordinating marketing campaigns and promotional activities.
  - Support the promotion of events, programs, and initiatives across multiple communication channels.
  - Maintain organised records of marketing materials, digital assets, and communication resources.
  - Monitor engagement across digital platforms and provide basic reports on marketing activities where required.
  - Provide general marketing and communications support to ensure effective promotion of Tauondi and SAAETCC services.

6. Other duties as agreed

*The Employee shall perform the duties set out in the Position Description. These duties may be modified and updated by the Employer following agreement with the Employee.*

**PERSON SPECIFICATION**

**Skills & Knowledge:**

- Proficiency in managing websites and digital platforms, including updating content and maintaining accurate online information.
- Experience using social media platforms (e.g., Facebook, Instagram, LinkedIn) for organisational promotion and communication.
- Strong written communication skills, with the ability to prepare clear, engaging, and professional content for online and printed materials.

- Knowledge of marketing and promotional practices, including developing materials to promote programs, services, and events.
- Ability to design or coordinate printed and digital marketing materials such as flyers, brochures, and posters.
- Proficiency in computer applications, including Microsoft Office (Word, PowerPoint, Excel) and digital communication tools.
- Basic knowledge of graphic design or content creation tools (e.g., Canva, Adobe, or similar platforms) for marketing materials.
- Understanding of branding and communication consistency across websites, social media, and printed materials.
- Ability to coordinate and manage multiple communication tasks and projects while meeting deadlines.
- Understanding of, or ability to work effectively with, Aboriginal communities and culturally appropriate communication practices.

**Previous Work Experience:**

- Demonstrated experience in a marketing, communications, or digital media role, preferably within an education, community, or not-for-profit organisation.
- Experience managing and updating organisational websites, ensuring content is accurate and current.
- Proven experience managing social media accounts for an organisation or business, including creating and scheduling posts.
- Experience developing marketing and promotional materials, including flyers, brochures, and other printed resources.
- Experience creating digital content such as website articles, social media posts, newsletters, or promotional messages.
- Experience supporting or coordinating marketing campaigns, events, or promotional activities.
- Experience working with graphic design or content creation tools (e.g., Canva, Adobe, or similar platforms) to produce marketing materials.
- Experience working collaboratively with internal teams and external stakeholders to gather information and promote organisational activities.
- Experience managing multiple communication projects or deadlines in a professional work environment.
- Experience working with or engaging Aboriginal communities, community organisations, or culturally diverse stakeholders (desirable).

**Personal Attributes:**

- Demonstrates creativity and initiative in developing engaging marketing and communication materials.
- Strong attention to detail to ensure accuracy and consistency in published content and promotional materials.
- Excellent organisational and time management skills, with the ability to manage multiple tasks and deadlines.
- Displays a professional and positive attitude when representing Tauondi and SAAETCC.
- Ability to work both independently and collaboratively with staff across different teams and organisations.
- Strong interpersonal skills, with the ability to build positive relationships with colleagues, stakeholders, and community members.
- Demonstrates adaptability and flexibility in a dynamic and evolving work environment.
- Maintains confidentiality and professionalism when handling organisational information.
- Shows a commitment to culturally respectful communication and engagement with Aboriginal communities.
- Reliable and proactive, with a strong sense of responsibility and accountability for delivering quality work.

**Qualifications & Training:**

- (Essential) Certificate IV or higher in Marketing, Communications, Media, Business, or a related field, or equivalent relevant work experience.
- Demonstrated training or experience in digital marketing, communications, or media content development.
- Experience or training in website content management system (CMS) and social medial management platforms.
- Experience or training in graphic design or digital content creation tools (e.g. Canva, Adobe Creative Suite, or similar)
- (Essential) Current DHS National Criminal History Record Check (or willingness to obtain).
- (Essential) Responding to Abuse and Neglect – Education and Care Certificate (or willingness to obtain).
- (Essential) A current driving license

**VISION, PURPOSE AND VALUES**

**Our Purpose**

Empowering strong people and supporting strong communities through the strength of strong culture and education excellence.

**Values**

Trust	Building relationships on a foundation of reliability and integrity in all interactions and decision.
Authentic	Encouraging genuine self-expression and honest communication through respectful engagements.
Uniqueness	Embracing and celebrating individual differences and innovative ideas that makes our community strong.
Openness	Fostering a culture of transparency, accessibility, and receptiveness to create new opportunities for growth.
Network	Cultivating strong relationships and connections both within and outside the organisation
Diversity	Valuing and promoting a varied community that includes different backgrounds, perspectives, and experiences to enrich our social understanding.
Impact	Striving to make a meaningful difference in the lives of students, employers, and the broader community through purposeful actions.

**KEY RELATIONSHIPS**

<p>Internal</p> <ul style="list-style-type: none"> <li>• Administration Team</li> <li>• Education Team</li> <li>• Support Team</li> <li>• Tauondi students</li> <li>• SAAETCC staff</li> </ul>	<p>External</p> <ul style="list-style-type: none"> <li>• Aboriginal community members</li> <li>• Industry and Enterprises (employers)</li> </ul>
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**Acknowledgement**

I..... acknowledge that I have been given a copy of this Position Description and that I have read and understand it.

Signed.....  
(Employee)

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Signed.....  
(Manager)

Date \_\_\_\_/\_\_\_\_/\_\_\_\_