

POSITION DESCRIPTION

Communications Coordinator

ELAA'S CORE VALUES

At ELAA our purpose is to collaboratively develop solutions with members, Government and partners to ensure excellence and equity in early childhood education and care.

ELAA's core values are:

Excellence - Demonstrates consistent determination and resilience to achieve the highest quality

Equity - Actively applies fairness and respect in all interactions

Collaboration - Seeks, shares and combines knowledge to create positive influence

Empowerment - Enables others through high quality service and solutions

Innovation – Provides leadership, initiative and innovation to improve outcomes

COMPANY PROFILE

As an independent organisation supporting parents and service providers, ELAA is an influential voice for excellence and equity in Early Childhood Education and Care (ECEC) for Australian children. We achieve this outcome as a peak membership body that provides advocacy, management services, advice and support to ECEC services. We represent the voice of parents and over 1,300 ECEC service providers, and we advocate for high quality early learning to governments and throughout the community. We actively work with our members to promote and support high quality services through the provision of advice, industrial relations support, training and professional development opportunities for committees, management and staff; and through the development of quality, NQF-compliant resources. Our membership includes independent kindergartens; Early Years Management services; long day care services; local governments; integrated services; government and independent schools; and before and after school hours care providers.

COMMITMENT TO CHILD SAFETY AND WELLBEING

ELAA is a child safe organisation and every staff member at ELAA is expected to positively contribute to our messaging on child safety and wellbeing.

ELAA wants children to be safe, happy and empowered. We have zero tolerance of child abuse. We understand our legal and moral obligations to treat concerns seriously and report allegations, safety and wellbeing concerns to authorities. We are committed to the cultural safety of all children including Aboriginal children, children from culturally and/or linguistically diverse backgrounds, and to providing a safe environment for children with a disability.

ELAA's Statement of Commitment to the Child Safe Standards is available on our website.

POSITION OBJECTIVE

Reporting to the Manager – Engagement and Marketing, the Communications Coordinator plays an important role in advancing the goals of Early Learning Association Australia through strategic and effective communication initiatives and strategies.

The role involves extensive writing, content creation, and dissemination across various platforms to engage stakeholders, promote awareness, and drive member retention and acquisition. Managing the communication calendar, the communications coordinator collaborates with key stakeholders across ELAA, governments and partners, guiding content creation and targeted campaigns, driving measurable impact for our member and ECEC community.

To undertake this role you must demonstrate the following Key Selection Criteria

Skills and Competencies:	<ul style="list-style-type: none"> • 3+ in marketing, communications, or public relations roles, preferably in the non-profit sector. • Exceptional writing and editing skills, with the ability to craft clear, compelling, and persuasive content for diverse audiences and a passion for using storytelling to drive change. • Proficiency in digital marketing tools and platforms, including social media management, email marketing, and content management systems (preferably Hootsuite, Meltwater and MailChimp). • Strong project management skills with the ability to multitask, prioritise tasks, and meet deadlines in a fast-paced environment. • Excellent interpersonal skills with the ability to collaborate effectively with diverse stakeholders, both internally and externally. • Familiarity with SEO principles, Google Analytics, and other analytics tools for tracking and analysing marketing performance. • Knowledge of graphic design.
Qualifications:	<ul style="list-style-type: none"> • Bachelor's Degree in Communications, Journalism, Marketing, or related field.

Key Responsibility Areas essential to perform this role.

Key Performance Indicators	Key Responsibilities: <ul style="list-style-type: none"> • Develop and implement comprehensive communication plans aligned with the ELAA's marketing plans, ELAA's mission, goals, and target audience. • Create compelling written content for all channels including website, social media, newsletters, press releases, and promotional materials. • Manage ELAA communication calendar by collaborating with internal teams and external partners on marketing and communications campaigns. • Conduct market research and analysis to identify trends, opportunities, and challenges in the Early Childhood Education and Care sector and use insights to inform communication strategies. • Manage social media accounts alongside the Manager, including content creation, scheduling, monitoring engagement, and responding to inquiries or comments. • Cultivate and maintain relationships with media outlets and journalists to secure press coverage and maximise visibility for ELAA. • Monitor and evaluate the effectiveness of marketing and communication efforts through analytics, metrics, and feedback, and make data-driven recommendations for improvement. • Uphold the ELAA's values and commitment to diversity, equity, and inclusion in all marketing and communication activities. • Manage ELAA's external advertising enquiries, providing quotes and advice.
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Competencies – Industry Specialist Level

Task Delivery	<p>Produces Quality Work</p> <p>Involves planning, managing and delivering own work in an organised, structured, efficient manner ensuring output meets quality standards, timelines and enhances ELAA's business and service profile. It also includes having the flexibility to change the approach when required. This involves identifying and organising available and appropriate resources to achieve set results, taking responsibility and delivering consistently and in line with quality expectations and timelines.</p> <p>Concern for Detail</p> <p>Is focused on ensuring all details are up-to-date and correct at all times and has the ability to produce required detail when requested. It also include monitoring and checking work or information, while organizing time and resources efficiently.</p>
Interpersonal	<p>Stakeholder Focus</p> <p>Providing solutions that enable/align stakeholders to the achievement of ELAA's vision of excellence and equity in Early Childhood Education and Care. This includes establishing and maintaining effective relationships with those external to ELAA, such as members or government departments, or internal such as ELAA management and employees.</p> <p>Fosters Teamwork</p> <p>Actively creates and promotes positive working environments that are conducive to teamwork. This includes maintaining the balance between the needs of the individual, team and organisation while sharing knowledge and celebrating achievements</p>
Personal	<p>Professional Resilience</p> <p>Includes maintaining effectiveness, energy and stable productivity throughout adverse situations whilst relieving stress in a manner that is acceptable to the person, others and the organisation.</p> <p>Committed to Development</p> <p>Proactively builds relevant knowledge, behaviour and skills, staying abreast of new developments within the industry and acting as a subject matter specialist within own field whilst adhering to regulatory requirements and guidelines</p>
Thought Process	<p>Considered Decisions</p> <p>Is not afraid to take calculated risks, thinks critically and creatively to develop solutions of value to ELAA and its members. It includes demonstrating an appreciation, knowledge, understanding and integration of business trends, data and information within the ECEC sector. It includes remaining aware of the political, economic, social, technological and professional trends impacting the market and reviewing effectiveness of solutions recommended.</p> <p>Analysis and Interpretation</p> <p>An ability to gather relevant data, probe to get to the underlying root causes, identify and understand the implications of various actions and the consequences of each approach and recommend innovative solutions that are mutually beneficial to ELAA and external stakeholders.</p>