

Role Title	Marketing and Communication Coordinator
Location	Port Moresby, Papua New Guinea
Classification	NS5
Reports to	Performance and Communications Manager
Employment Status	Full-time, Fixed Term

About TAFE Queensland and the Australia Pacific Training Coalition

The Australia Pacific Training Coalition (APTC) is an Australian Government initiative in partnership with the Pacific and Timor-Leste.

As Australia's flagship Technical and Vocational Education and Training (TVET) investment in the region, APTC provides Australian standard training qualifications and forms partnerships and coalitions to achieve training outcomes and TVET systems reform.

APTC works collaboratively with national governments, development partners, private sector, organisations for people with disabilities, civil society organisations, and TVET institutions across ten countries: Fiji, Kiribati, Nauru, Papua New Guinea (PNG), Samoa, Solomon Islands, Timor-Leste, Tonga, Tuvalu, and Vanuatu. The regional head office is located in Suva, Fiji.

In PNG, APTC has trained more than 3,600 Papua New Guineans since its inception in 2007, of whom over 1,000 are women.

The reach of APTC is being expanded beyond the capital region through the PNG Sub-National Growth Investment (SNGI). The SNGI builds capacity and quality of training by partnering with three regional Higher Education Institutions (HEIs): Mt Hagen Technical College (MHTC), Highlands Agriculture College (HAC), and Bougainville Technical College (BTC).

This is in addition to a long-established partnership with the Port Moresby Technical College (POMTECH), and collaborative work with the PNG Department of Higher Education, Research, Science and Technology (DHERST).

The SNGI program aims to assist partner institutions in jointly increasing up to 400 - 600 graduates annually in industry-relevant trades and skills in priority economic sectors, with a mix of PNG and Australian qualifications. The End-of-Program Outcomes (EOPOs) of the PNG SNGI are consistent with those of the overarching APTC regional program:

EOPO 1: Graduates have improved employment outcomes

EOPO 2: Co-investment in skills training increases

EOPO 3: Selected TVET partners demonstrate quality TVET provision

APTC is managed by TAFE Queensland on behalf of the Department of Foreign Affairs and Trade (DFAT). As a contractor to APTC, you will be part of a leading provider of further education and training committed to quality teaching, a safe working environment, and delivering real outcomes for students.

For more information about TAFE Queensland visit www.tafeqld.edu.au

For more information about APTC visit: <http://www.aptc.edu.au/>

About the Role

The Marketing and Communication Coordinator has key responsibility for the planning, development, execution and evaluation of APTC PNG promotion and communication activities in line with the APTC strategic priorities.

The Marketing and Communication Coordinator is responsible for implementation of the APTC Communications Strategy within PNG to build and strengthen APTC's reputation as a centre for training excellence and collaboration.

Working in collaboration with the RHO Communications Team, the Marketing and Communication Coordinator has responsibility for providing quality control for APTC communications ensuring brand consistency, increased profile and marketing impact.

The Marketing and Communication Co-ordinator provides supervision for the PNG based Communications, Alumni and Events (CAE) Officer to coordinate alumni activities, provide effective strategic, administrative and practical support for the PNG Alumni Chapter and the implementation of the APTC Alumni Plan.

Key Responsibilities and Duties

- Contribute to the development of the annual APTC PNG Communications and Marketing Plans to support APTC's overall goal and end of program outcomes.
- Liaise with the RHO Senior Strategic Communication Manager and Academic Manager to develop and maintain a range of Australian Skills Quality Authority (ASQA) compliant communications products, including course brochures relevant to Papua New Guinea citizens and support inclusive participation for all peoples particularly women and marginalised groups.
- In collaboration with the RHO Communications team support the development and quality assurance of the promotion and recruitment plan tailored for PNG:
- Manage the development, quality assurance and strategic circulation of PNG impact case studies and impact data to key stakeholders.
- Work collaboratively across all PNG departments to ensure that all internal and external communication initiatives, activities and events communicate a consistent image and message conforming to the APTC Branding and Visual Identity Guidelines and the APTC Communications and Marketing Plans.
- Implement and manage external communication efforts, in particular, focusing on high-level writing and collateral support for materials targeted for external audiences.
- Develop and incorporate new and innovative communication tools and creative dissemination strategies to strengthen APTC's brand awareness in the region.
- Assist with the review, research and prepare reports relating to the APTC Communications and Marketing Plans.
- Coordinate the implementation of the APTC Alumni Plan and manage the PNG CAE Officer to advise them in facilitating and promoting Alumni Chapter activities, including professional development opportunities.
- Ensure the ongoing promotion and recognition of APTC as a quality brand for industry-relevant skills and job outcomes, and ensure consistency in the use of the APTC brand across all PNG operations (including commercial activity).
- Support the RHO Senior Strategic Communication Manager in overseeing the timely implementation of communication activities within PNG including dissemination of media advisories and statements, establishing production timetables, reviewing news articles, distribution of materials and arranging media interviews.
- Assist with the development of engaging PNG related content for social media and multimedia projects that use audio-visual tools to support APTC's visibility outcomes.
- Assist with coordinating PNG media relationships to secure mainstream media coverage of APTC events or activities and identify strategies to leverage opportunities for APTC communication and visibility.
- Manage contractors including journalists, photographers/cameramen and graphic designers to support the ongoing delivery of PNG APTC's media and communication objectives.
- Manage the performance and development of the PNG Communications, Alumni and Events Officer to build expertise and professional excellence.

NOTES:

1. The incumbent can expect to be allocated duties, not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying positions at this level.

- The incumbent is expected to be collaborative, flexible and willing to assist others during peak periods and absences, as required.

Within the context of the Key Responsibilities and Duties described above, the incumbent will be required to:

<p>Demonstrate professionalism and integrity by:</p>	<ul style="list-style-type: none"> • Adhering to the APTC Staff Code of Behaviour, the APTC Staff Conduct Protocols, and TAFE Queensland's Code of Conduct. • Adhering to DFAT Policies as they relate to APTC. • Adhering to the APTC Close Personal Relationship Policy. • Adhering to the APTC's Child Protection Code of Conduct. • Adhering to APTC policies and regulations, including equal opportunity, anti-discrimination and harassment and those of TAFE Queensland. • Working safely and ensuring others, including students, work safely. • Complying with all accreditation and audit requirements. • Treating people fairly and equitably and being transparent in decision making. • Taking responsibility for timely and accurate completion of work with a strong attention to detail. • Demonstrating initiative in considering alternative ideas.
<p>Support productive relationships by:</p>	<ul style="list-style-type: none"> • Respecting the needs and contribution of team members. • Accepting team decisions. • Taking responsibility for their own performance. • Providing support to other team members. • Demonstrating initiative within the team. • Demonstrating a pro-active and enthusiastic demeanor.
<p>Achieve results by:</p>	<ul style="list-style-type: none"> • Taking responsibility for meeting objectives and achieving shared goals. • Providing courteous, prompt and professional service to external and internal clients. • Responding positively to change. • Being innovative, identifying, and implementing improved work practices.
<p>Communicate with influence by:</p>	<ul style="list-style-type: none"> • Effectively presenting information – both verbally and in writing • Accepting and acting on constructive feedback • Attending and actively participating in scheduled meetings

Key Selection Criteria

- Tertiary qualification in journalism, communication OR relevant post-secondary qualification and demonstrated experience in a related field.
- At least 3-5 years of relevant experience working in a senior communication, marketing or media relations role, preferably in an education or aid and development context.
- Demonstrated ability to write and edit clear and engaging, content for a wide range of audiences and communication channels.
- Experience in developing social media/communication strategies and experience using various social media platforms.
- Experience in coordinating workflows with graphic designers, video/multimedia production consultants.
- Ability to manage workload and that of others to determine priorities to ensure tasks are completed within given timelines.
- Proven skills in working in a collective environment, including interpersonal skills to interact with people from diverse social and cultural backgrounds.

Personal attributes

- Ability to work with colleagues to enhance teams' strengths and encourage high performance.
- Well-developed interpersonal communication skills and the ability to develop effective working relationships.

3. Ability to respond positively and adapt to a changing environment to maintain effective performance.
4. Demonstrated cultural awareness and sensitivity and proven ability to work with people from diverse cultural and linguistic backgrounds and diversity of age, gender and ability.
5. Ability to work through uncertainty, collaboratively and with creativity to support the achievement of shared objectives.

Desirable Selection Criteria

1. Experience working within an educational organisation would be an advantage.
2. Experience working on an aid funded project, preferably Australian Government, would be an advantage.

Additional Information

1. You may be required to travel and work across various APTC locations.
2. Travel and overnight absences from base may be required for this position.
3. The possession of a motor vehicle driver's license is essential.
4. A criminal history check will be initiated on the preferred applicant.
5. You may be required to undergo a medical check.
6. A non-smoking policy applies in APTC buildings, offices and motor vehicles.
7. If the successful applicant has been engaged as a lobbyist, a statement of their employment is required.
8. The successful applicant will be required to complete a period of probation.
9. The successful applicant maybe required to obtain a Working with Children's Check.

Inherent Physical Requirements

Physical Requirements		Frequency
Posture	<ul style="list-style-type: none"> • Sitting • Standing • Walking 	Frequent/Constant Occasional/Frequent Occasional/Frequent
Upper Limb/Body	<ul style="list-style-type: none"> • Computer operation • Handwriting • Reaching above shoulder and bending below the knee to access work materials • Repetitive hand movements • Sustained neck flexion when reading documents 	Frequent/Constant Occasional/Frequent Occasional Occasional Occasional
Other	<ul style="list-style-type: none"> • Twisting in a seated position to access drawers at the desk • Lifting/carrying 	Occasional Occasional
Work Environment	<ul style="list-style-type: none"> • Indoor air conditioned rooms • Domestic and international work related travel • Overnight absences from base 	Frequent Occasional Occasional

Signatures

Name of Accountable Manager

Signature

Date

Name of Incumbent

Signature

Date