

POSITION DESCRIPTION

Digital Communications and Administration Officer

Project overview

The Flying Start Pathways Program is funded by The Office for Early Childhood Development (OECD). The program aim is to attract and retain early childhood educators and teachers through integrated career progression and wrap-around support services. This approach will help students – particularly from underrepresented backgrounds – to complete early childhood qualifications.

Summary of the Position and its Responsibilities

The Digital Communications and Administration Officer is responsible to the Professional Learning Program Leaders, Gowrie SA.

The Digital Communications and Administration Officer is responsible for planning and delivering, in consultation with the Program Leaders, the Office for Early Childhood Development (OECD), and project partners, high quality communication and marketing materials and activities for the project.

The Digital Communications and Administration Officer is responsible for ensuring the development and implementation of a marketing plan and materials to promote the Office for Early Childhood Development (OECD) Flying Start Pathways Project.

The Digital Communications and Administration Officer will be responsible for ensuring ongoing strategic communication with stakeholders and developing a comprehensive range of marketing materials for both print and digital media. The project materials will comply with Gowrie SA philosophy, policies and practices and align with OECD and Gowrie SA provided branding materials.

The Digital Communications and Administration Officer will provide information about the Flying Start Pathways Project to organisations and participants enquiring about the program as well as ensuring collection of accurate and current data for reporting purposes.

The Digital Communications and Administration Officer will work closely with Program Leaders and Flying Start Pathways Key Connectors.

This position is provided through funding from the Office for Early Childhood Development from 1st July 2025 to 30th June 2027. Should funding be withdrawn or varied, this contract position will become void or altered.

The Digital Communications and Administration Officer job description is designed as a road map for what is required and expected to support the Flying Start Pathways Project to meet the OECD contract, KPIs, funding agreement, reporting requirements and project guidelines.

Agreement, Award and Conditions

- To meet the majority of needs of the project, business (work) hours are between 8.45am

and 5.15pm.

- Working from home provisions may be offered in accordance with Gowrie SA policies, procedures (as varied from time to time).
- Hours may vary outside business hours, based on occasional staff or team meeting needs. Attendance at Gowrie SA after-hours staff or team meetings is a requirement
- Adherence to Gowrie SA Policies and Procedures is required at all times.

The Digital Communications and Administration Officer is expected to meet the Program's contract KPIs, reporting requirements, and deliverables at all times.

This role is offered between 12.5 hours per week. There is a requirement that some hours and location will be worked in consideration of other roles, and start and finish times within the administration team.

The hourly rate will be dependent on the incumbent's qualifications. The salary is paid over and above the terms and conditions provided for by the Clerks Private Sector (Modern Award) . Legislated minimum standards from the Fair Work Act (Cth) also apply to the position.

Educational Qualifications/Experience

Essential

- A qualification in Marketing and/or Digital Communications

Desirable

- Experience in a context related to communications and engagement
- Experience working in previous roles with data collection and analysis
- Experience in developing effective and responsive digital Communications and marketing materials, through co-design processes and communication with multiple stakeholders
- Ability to establish rapport and relationships with clients, potential clients, and stakeholders

Statement of Key Responsibilities

The Digital Communications and Administration Officer is required to undertake the following duties and responsibilities and to do so in accordance with Gowrie SA policies and procedures:

Communication and Marketing Strategy

1. Develop and follow a marketing plan in consultation with the Program Leader/project partners
2. Preparation of strategic ongoing communication for relevant clients, potential clients, and stakeholders
3. Develop high quality promotional materials for all Project elements
4. Use social media platforms, print materials and website to market and communicate project opportunities
5. Provide an analysis of successful and unsuccessful marketing strategies and make recommendations on ways to improve marketing and communication for all project deliverables
6. Ongoing update of website assets
7. Schedule marketing responsibilities across the project plan/year
8. Follow a style guide and use as part of marketing and communications
9. Follow approval processes throughout the project

Stakeholder Relationships

10. Maintain regular contact with stakeholders in accordance with marketing plan
11. Maintain appropriate records of stakeholder and client contacts in customer database (updated daily)
12. Direct stakeholders and clients to the appropriate enrolment processes and/or contacts to access the project.
13. Assist Program Leaders with ongoing project development, management and review activities
14. Support leadership to report on client engagement and progress on a quarterly basis
15. Utilise the customer database to assist in the collection, analysis and evaluation of data in accordance with the project priorities as required
16. Monitor and report on the effectiveness of marketing measures
17. Incorporate partner feedback into materials developed
18. Provide coverage to additional administrative roles, as required

Communication and Professional Relationship Building

19. Maintain relationships through high quality communication to all stakeholders
20. Ask for assistance from and consult with the Program Leaders as required
21. Inform the Leadership Team of potential issues that may arise, and proactively work to resolve these
22. Represent yourself and Gowrie SA in a professional manner, including dress, communication style (face to face, on telephone and via email), and body language, and in accordance with Gowrie SA's Code of Professional Practice
23. Access customer database to collect and analyse data when requested by the Leadership Team
24. Build and maintain professional partnerships with stakeholders
25. Maintain responsiveness to the Leadership Team, and work colleague's needs and requests
26. Follow complaints procedure for any complaints or feedback received
27. Provide administration support to the organisation and work collaboratively with the administration team

Flying Start Pathways Project Agreement

28. Participate in all activities directed by Gowrie SA including:
 - o completion of reporting information and/or requirements for data
 - o completion of survey or evaluation activities
 - o any other measures or activities as required.
29. Participate in all marketing and communication functions connected with activities directed by the Agreement or Gowrie SA in relation to this role
30. Communicate any issues in relation to meeting KPIs or work requirements with a member of the Leadership Team
31. Advocate and represent Gowrie SA in a professional manner conveying the value of the project in a positive way
32. Comply with Gowrie SA and project branding requirements and use of approved resources
33. Take reasonable steps to prevent and not commit fraud, or engage in fraudulent activities
34. Report any fraud or fraudulent activities you observe or become aware of to the Leadership Team
35. Hold a current DHS 'cleared' Working With Children Check at all times
36. Comply with the National Principles for Child Safe Organisations
37. Comply with all Gowrie SA policies and procedures, the Criminal Code, and relevant Laws and Acts
38. Comply with the Privacy Act and notify of any data breaches to the Leadership Team
39. Comply with Gowrie SA and Government branding requirements and use approved resources

General

40. Demonstrate commitment to internal professional learning
41. Demonstrate commitment to Gowrie SA vision, values, philosophy and the Code of Professional Practice
42. Demonstrate commitment to Reconciliation and implementing the Gowrie SA Reconciliation Action Plan
43. Maintain confidentiality and professionalism at all times, whether in the office or any other environment as part of your work
44. Demonstrate commitment to social justice in your work with stakeholders and clients.
45. Participate in and take on additional tasks within your work capacity, as directed by the Leadership Team, such as but not limited to:
 - Participation in Gowrie SA working groups
 - Resource development

Other requirements as designated by the Program Leaders, and/or Chief Executive Officer.

Person Abilities/Aptitudes/Skills

- Perform duties in an ethical and professional manner that supports an inclusive environment that is free from discrimination and harassment
- Effective and professional written and verbal communication skills with a wide range of people to achieve the required outcomes
- Advocate and represent Gowrie SA in a professional manner conveying the value of the project in a positive way
- Ability to work collaboratively and to negotiate problem solving approaches
- Ability to analyse information, evaluate alternatives and pose solutions
- Ability to form non-judgmental, positive relationships with a diverse cross section of the community
- Ability to work autonomously and demonstrate initiative to manage work tasks
- Strong analytical skills to maximise opportunities
- Ability to develop, monitor and evaluate marketing plans
- Ability to prepare materials for publication
- Ability to receive, and act on, constructive feedback
- Ability to set goals, reflect and review
- Excellent time management skills and ability to determine project priorities
- Ability to achieve identified outcomes within timeframes
- Commitment to critical reflection and ongoing professional learning
- Negotiate complaints, dilemmas and provide support via phone to clients as needed
- Ability to understand and support achievement of project Key Performance Indicators.
- Ability to use data to achieve KPIs

Knowledge

- Comprehensive knowledge of marketing, digital communications and promotion
- Knowledge and experience of enrolment and intake processes
- Knowledge of Workplace Health and Safety principles and practices
- Computer literacy, including knowledge of Microsoft Office and online systems such customer database software

Additional Non-Negotiable Requirements

- A current cleared DHS Working with Children Check, will be required
- A signed Pre-Employment / Employee Declaration will be required and updated annually
- National Criminal History Check
- Laptop computers and mobile phones for work purposes may be provided, dependent on the needs of the role. Any other items will need to be requested in writing and will be funding dependent.

**DECLARATION OF DIGITAL COMMUNICATIONS AND
ADMINISTRATION OFFICER
Job & Person Specification**

Approval by Program Manager:

Name: _____

Signature: _____ Date: _____

Acknowledged by Employee:

I have read Digital Communications and Administration Officer Job and person description and agree to carry out the responsibilities and duties of the position diligently and to the best of my ability.

Name: _____

Signature: _____ Date: _____