



Position description

POSITION:	Communications Coordinator
REPORTS TO:	CEO
AWARD:	Educational Services (Post-Secondary Education) Award 2020
HOURS:	Part time (up to 24 hours per week)

Adult Learning Australia (ALA) has been the national peak body for adult and community education (ACE) for over 66 years.

ALA is a not-for-profit entity with both organisational and individual members in all states and territories who reflect the diversity of adult and community education.

Adult Learning Australia's vision is for lifelong and lifewide learning for all Australians.

The Role

The Communications Coordinator works with the CEO to implement a communication strategy that ensures consistent messaging that supports ALA's organisational objectives, aligns with ALA's brand and values and creates and maintains a visible profile for ALA with stakeholders.

The position is responsible for planning, creating and managing print and digital strategies and content.

Responsibilities

Communications

- Developing and implementing communications, including social media, for ALA and the Learning Changes Lives Foundation (LCL)
- Drafting, editing and distributing the ALA Member and stakeholder e-news

Social media

- Generating new content on social media platforms
- Identifying and posting relevant content to social media platforms
- Working in collaboration with staff to create and implement Adult Learners Week (ALW) promotional strategies to generate participation and engagement
- Monitoring and reporting on the effectiveness of communications through digital metrics, including social media engagement and reach.

Quest magazine – three times per year

- Sourcing, researching and writing Quest content
- Co-ordinating Quest production and distribution via print and online platforms
- Repurposing Quest stories for use across digital platforms, including ALA website

Web

- Updating and developing content for the ALA, LCL and ALW websites

Other

- Working with the CEO to identify opportunities for ALA to comment on public policy
- Monitoring communications strategies and incorporating feedback to improve performance
- Assisting to support and build relationships with key stakeholders including members of the adult and community education sector
- Participating in staff meetings and development workshops
- Providing advice on communication issues as required
- Producing relevant papers/reports for the Board as required.

SELECTION CRITERIA

Essential

- Minimum two years of experience in marketing/communications/social media
- Attention to detail and proven track record in writing, editing, and proofreading
- Demonstrated initiative in working autonomously and as part of a team
- Practical experience using major social media platforms, website content management systems (e.g. WordPress), email campaign tools (e.g. Campaign Monitor), and common software such as Apple and Microsoft Office, as well as Zoom.
- Experience in managing relationships with external agencies/suppliers including designers, printers, providers, media and PR
- Experience in digital and communications strategies
- Provision of current Police Check

Desirable

- Qualifications in communications / marketing
- Experience designing digital assets and producing content using common desktop publishing and multimedia tools
- Experience in the not-for-profit sector
- Knowledge of the adult and community education sector

CONDITIONS OF EMPLOYMENT

Terms and conditions of employment are based on the [Educational Services \(Post-Secondary Education\) Award 2020](#) and [National Employment Standards](#) (NES).

Date: 19 November 2025