



Communications Officer Glen Eira Adult Learning Centre Inc

Glen Eira Adult Learning Centre Inc (GEALC) is an award-winning not for profit community-based Registered Training Organisation (RTO), Learn Local organisation and an Adult Migrant English Program (AMEP) provider.

GEALC provides quality, affordable, accessible education for adults to achieve their full potential and extend their involvement in activities in the community. It offers a wide range of programs and activities including:

- English as an Additional Language (EAL) and pre-accredited training
- Digital technology training including Microsoft Office programs and iPad
- Job ready training including Microbusiness, Intro to Health Services, Aged Care, Hospitality, Medical Reception, Accounting for Beginners and Financial Literacy
- Health & Wellbeing programs (Yoga, Art & Drawing, sewing, walking, singing groups and Spanish)
- Community engagement events (Harmony Day, Biggest Morning Tea, Victorian Seniors' Festival, Social Inclusion Lunch, Health & Wellbeing workshops).

GEALC operates as an incorporated, not for profit organisation with close to 650 members/ participants from a wide cross section of the local community. GEALC employs over 25 part-time staff and has a turnover of around \$1,200,000 per annum but a significant proportion of the organisation's capability and output is derived from the contribution made by many of its members on a voluntary basis.

GEALC boasts a stable and committed team which enjoys a great relationship with the city council, local members of parliament, its funding providers and local community organisations.

Vision

A welcoming, inclusive and strong community of people who feel a sense of belonging and who thrive.

Mission Statement

To enable and support people in our community to achieve their aspirations through inclusive educational and social programs that enhance wellbeing and reduce isolation and insecurity.

Position Description: Communications Officer	
Objective	
The Communications Officer supports GEALC's engagement and community reach by delivering effective digital communications, promotional materials and event support, using data and insights to strengthen marketing outcomes and organisational visibility.	
Primary Location	
Glen Eira Adult Learning Centre (GEALC), 169A McKinnon Road, McKinnon 3204	
Employment	
Status/Hours:	Part-time – three days a week (Mon, Tue and either Wed or Thu) Hours - 18 to 22.5 hours per week
Travel:	None
Tenure:	Ongoing Contract (<i>with 3-month probationary period</i>)
Award Classification:	Neighbourhood Houses and Adult Community Education Centres Collective Agreement 2024. Schedule 3A: Adult and Community Education Employees - Level 5.1 to 5.3 (depending on experience). See current paytables and copy of agreement at: https://www.nhvic.org.au/industrial-relations
Remuneration:	Salary as per individual Contract of Employment. Superannuation is paid at 12% and 4-weeks holiday pay (with 17.5% leave loading) <i>Note: GEALC shuts down for a 2-week period over the Christmas - New Year. 3 additional days will be paid as special leave (without leave loading).</i>
Organisational Relationships	
Reports to:	Centre Manager
Supervises:	N/A
Internal liaisons	Education and Operations Manager Events Coordinator Key administration staff
External Liaisons:	GEALC Members Key Stakeholders
Position Summary	
Working closely with GEALC's Manager and Events Coordinator, the Communications Officer plays a key role in strengthening GEALC's public profile, community engagement, and participation through effective, coordinated and data-informed communications. The role is responsible for managing GEALC's digital presence, developing marketing and promotional materials, supporting the planning and delivery of events, and monitoring and analysing the effectiveness of GEALC's communications to inform ongoing improvement and strategic marketing planning.	

Duties and Expectations	
Core Area	Tasks
Digital Communications & Social Media	• Liaise with the Manager, Events Coordinator and key admin staff to identify upcoming marketing and promotional opportunities • Manage and maintain GEALC's social media platforms in line with organisational branding and communication guidelines • Schedule regular, engaging social media content, including promotion of programs, events, key dates, and community stories • Assist in preparing social media advertisements and campaigns.
Website Management	• Assist in maintenance of GEALC's website to ensure all content is accurate, current and accessible • Upload current brochure, timetables, newsletters and promotional materials • Assist in updating website online booking system • Promote programs, events and community activities through the website • Work with Management to ensure all published content complies with branding, accessibility, and regulatory requirements.
Analytics, Evaluation & Marketing Planning	• Monitor and analyse digital performance across social media platforms, website traffic and online campaigns • Prepare feedback at admin meetings on what is working well, emerging trends, and opportunities for improvement • Use analytics and insights to inform content planning and marketing decisions • Assist in the annual update of GEALC's Marketing Plan, in collaboration with the Manager and Events Coordinator.
Promotional Materials	• Liaise with internal staff regarding promotional needs for programs, events and community activities • Design and prepare promotional materials for online, email and in-centre distribution (e.g. flyers, posters, digital tiles, displays) • Assist in the production of GEALC's termly course brochure • Assist with the design and production of GEALC's Annual Report and other key publications.
Annual Events & Community Engagement	• Participate in the planning and preparation of GEALC's annual and regular community events • Develop and coordinate promotional materials and visual displays for events • Assist with on-site event delivery as required • Act as event photographer to capture high-quality images for marketing, reporting and promotional use.
Team contribution & effectiveness	• Support general administrative functions as required, particularly during peak periods and major events • Participate in fortnightly administration team meetings • Represent GEALC professionally and positively within the community • Foster a cooperative, respectful and inclusive team environment aligned with GEALC's values

Key Selection Criteria & Skills/Attributes		
Essential:	- A relevant qualification in communications, media studies, public relations, marketing, or a related field - Demonstrated graphic design skills, with the ability to produce high-quality content for digital and print channels in line with brand guidelines - Proven experience managing social media platforms, websites and digital marketing tools - Strong written and verbal communication skills, with the ability to tailor content for diverse audiences - Experience using design software (e.g. Adobe Creative Suite) and Microsoft Office - Ability to work independently, show initiative, and collaborate effectively with a small team - Excellent time management skills, strong attention to detail, and the ability to prioritise tasks to meet deadlines.	
Desirable:	- Skills or experience in photography and videography for promotional purposes - Experience using WordPress or similar website content management systems - Understanding of, or experience working within, the not-for-profit, community education or training sector.	
Conditions of Employment		
- The successful applicant will be required to undergo a police check and complete a VET Fit and Proper Person Statutory Declaration before commencing the role - Permanent appointment subject to successful completion of a three-month probationary period - Compliance with all relevant GEALC policies and procedures and legislative requirements - Participation in GEALC's annual staff performance review process - Participation in professional development that enhances "best practice" principles consistent with GEALC business and strategic goals - Display high level of personal integrity and professionalism when representing GEALC.		
Equal Opportunity Statement		
GEALC recognises the contribution that a diverse workforce makes to continuous improvement and client service delivery and is an Equal Opportunity Employer. GEALC values diversity and encourages applications from Aboriginal and Torres Strait Islanders, people with disabilities and from culturally and linguistically diverse backgrounds are also encouraged to apply. As a not-for-profit organisation, we respect and value everyone regardless of their gender, sexual orientation, disability, age, ethnicity, race or religion.		
Incumbent Declaration		
I have read and understood this Position Description and in signing this document agree that I am capable of fulfilling all of the requirements of the position described.		
Name:	Signature:	Date: