

AUSTRALIAN EDUCATION UNION (SA BRANCH)

GROWTH AND RETENTION OFFICER

JOB SPECIFICATION

1. Summary of the Broad Purpose of the Position and its Responsibilities.

The Growth and Retention Officer will be responsible for recruiting members in schools, colleges, kindergartens and universities. They assist the Branch in maintaining oversight of Growth Team operations and development of effective recruitment and retention strategies. They will work as part of the Training Membership Team. They will also assist the Training Officers in associated activities such as training of new teachers and visits to universities.

2. Reporting/Working Relationships

The Growth and Retention Officer is a member of the Training Membership Team and directly reports to the Lead: Organising and Growth.

3. Special Conditions

Out of hours work will be an aspect of the work to facilitate workplace visits and ringing members to facilitate recruiting. A full driver's licence is essential. Regional or rural visits may require overnight stays.

4. Statement of Key Responsibilities

- Recruitment and retention of permanent, casual, part-time and unemployed teachers and ancillary staff. Including a focus on student teachers as associate members and moving them as appropriate to full membership.
- Working with new teachers, SSO's, and other new potential members to facilitate Union membership.
- Communicating with potential members by phone to facilitate Union membership.
- Keeping specific records of recruitment and providing reports as requested by the Branch Secretary.
- Working as part of the Training Membership Team.
- Visiting worksites with other Growth Team Officers, and if required as part of a blitz model of school/workplace recruitment.
- Mapping and post mapping of workplace visits and follow up phone and email communications towards effective recruitment outcomes.
- Developing and implementing clear systems of work in collaboration with the Lead: Organising and Growth and Branch Secretary that ensure compliance with the Branch's governance responsibilities and the directions of the Branch Executive.
- Day-to-day oversight of Growth Team Officers, ensuring that established systems of work are consistently and correctly implemented.
- Setting clear, achievable goals for Growth Team Officers in collaboration with the Lead: Organising and Growth and evaluating success and opportunities for improvement.
- Working with the Membership Officer and Branch Secretary to develop effective communications strategies that encourage recruitment and retention of members.

While officers are generally elected to specialised positions, officers may be required to undertake other duties as requested by the Branch Secretary.



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GROWTH AND RETENTION OFFICER PERSON SPECIFICATION

1. Educational/Vocational

- **Essential**

- Eligibility for Working With Children Check.
- Experience as a teacher/ educator in a public school.
- Tertiary qualifications as a teacher.
- Full driver's licence.
- Experience in working with educators.

2. Personal Abilities/Aptitude/Skills

- **Essential**

- Interpersonal and verbal and written communication skills of a high order.
- Ability to effectively interact in a positive manner with potential and new members through phone and email conversations.
- Ability to organise and report on recruitment outcomes, and in doing so, maintain correct and effective tools to gather data for ongoing reports.
- High level skills in Microsoft, database, and spreadsheet applications.
- Strong interpersonal relationship experience in dealing with external stakeholders.
- Ability to work as part of a team.

- **Desirable**

- Work with membership or CRM data bases.
- Experience in writing reports and collating data information.
- The ability to utilise data to optimise recruiting strategies.

3. Experience

- **Essential**

- Union activism.
- Demonstrated training experience in an education setting.
- Work with and engagement of educators.
- Applying the principles of equal opportunity.
- Ability to sensitively and confidentially deal with potential and new members' backgrounds, situations and their personal data.
- Able to travel, work weekends and undertake a flexible working day where

required.

- **Desirable**

- Understanding the differences between workplace settings and their unique characteristics and the ability to work within each one.
- Ability to sensitively and appropriately deal with leaders in schools/workplaces as it relates to being on a worksite and talking to potential members.
- Experience in public speaking to teachers.

4. Knowledge

- Applicant can demonstrate a sound understanding of:
 - The objectives and priorities of the Australian Education Union.
 - The different contexts in which the AEU members work.
 - Issues affecting women education workers.
 - Principles of cultural inclusivity, equal opportunity and democratic decisions making as they apply in the workplace.



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COMMON JOB SPECIFICATION

An Administrative Officer will:

- Assist AEU members with their telephone, email, social media and personal enquiries on general topics subject to AEU policy and procedures.
- Provide general information about the AEU and AEU policy to members and the public.
- Encourage AEU members to be active participants in the Union.
- Deliver AEU training to members.
- Organise meetings, conferences, deputations and campaign activities.
- Chair and address meetings.
- Prepare agendas, background papers and reports for meetings and take minutes.
- Research and draft policy statements, reports and submissions for AEU decision-making bodies
- Research and write articles for AEU publications, prepare media statements and publicity material, prepare and draft replies to correspondence.
- Conduct worksite visits as allocated in line with Branch priorities.
- Service AEU committees and facilitate Area Meetings of members.
- Undertake such other duties as the Branch Secretary may reasonably require.

Administrative Officers may be redeployed to another Administrative Officer role by negotiation and with training and support depending on the requirements of the Branch.