

<b>Title</b>	<b>Communications Associate</b>
<b>Employment status</b>	<b>Contract position</b>
<b>Direct report</b>	<b>Partner: People, Culture &amp; Communication (PPCC)</b>
<b>Location</b>	<b>Australia (Work From Home)</b>
<b>Last update</b>	<b>15 September 2022</b>

### About Role of the Communications Associate

The Communications Associate is a contractor position, reporting to the company’s Partner: People, Culture & Communication (PPCC). The Communications Associate should have a professional interest in effective content and communication for education platforms. You will work alongside our team of Associates and form a strong team in support of the senior staff. Your major areas of responsibility will include the following:

**Client relationships & Administration:** The Communications Associate will act as the point of contact for relevant client schools that engage with PPCC using clear and informative two-way communication. This includes building relationships with client schools, prospective clients, and industry professionals, especially through timely daily responses and pursuing paid School Members to schedule annual 1-1 consultations relevant to the PPCC to potentially generate new business. Utilising the Deal function in Hubspot, track client proposals/deals and maintain client project timelines, report on and review Deal status with PPCC. The Communications Associate oversees the management of the PPCC’s appointments, calendar and travel requirements including preparing detailed travel budgets for planned trips and making required travel bookings. You will oversee the work and deadline of the PPCC Asana profile.

**Creative:** The Communications Associate will ensure that the design and imagery of all a School for tomorrow content meets our high standards of excellence for readers, listeners, viewers, instructors, and all learners in a variety of settings and is consistent with the Corporate Brand Identity. You will be responsible for the ideation and creation of content that connects and engages our brand to our global audience. You will take responsibility for the imagery, audio, and video across a range of Company products & services, in accordance with our approved style guides, client and member needs, and business objectives in cooperation with our Partners and other Associates. This includes the creation, implementation and refinement of accessible, relevant, and quality publications, courses, and other products on the community platform, Hubspot, social media, and website in accordance with our approved course architecture and our broader knowledge architecture. You will be responsible for the production, including templating of Company publications (including Company blog, Monday Bites, various product prospectus, Game Changers transcripts and Monday Quarterly etc), all video and audio components of our member courses and other member services on our community platform (TSTL, MaM, Case Studies), Hubspot communications, Voyage App, content for our website ([www.aschoolfortomorrow.com](http://www.aschoolfortomorrow.com)), and social media (including Twitter, LinkedIn, YouTube, and Soundcloud) to ensure the imagery of these content/product releases of an excellent standard. Finally, you will engage in general website maintenance, and website strategy re-design, in order to fulfill marketing objectives including increase lead generation, online presence and SEO, maximising and enhancing UX (user experience) and more. You will also develop and

implement methodology to track web and other analytics to ascertain content engagement levels, and engage with members and other stakeholders to review the accessibility, relevance, quality and integrity of our content.

**Production of Game Changers Podcast:** The Communications Associate will also take responsibility for the quality and integrity of the Game Changers Podcast. With the guidance of our Partners, you will be responsible for liaising with guests, sponsors, and the editing and overall production of each podcast episode. You will help identify and secure the involvement of guests who will be featured on the Game Changers Podcast including corresponding with multiple guests to schedule podcast recordings. You will also develop and implement methodology to track all analytics around the Game Changers Podcast, and report to our Partners as well as podcast Sponsors.

**Marketing & Communication:** The Communications Associate will take responsibility for the utilisation of HubSpot as the main tool for all inbound marketing activities, including (not limited to): content marketing activities such as blog, digital campaigns, social media activities, course promotion and email marketing activities and campaigns. The Communications Associate will oversee the development and implementation of social media and communication campaigns to align with our brand communication strategies via Twitter, LinkedIn, Hubspot and the Mighty Networks platform.

- Planning, implementation, and maintenance of digital campaigns
- Support and assistance to other intra-organisational HubSpot user

#### **Other Key Responsibilities:**

- Liaise with the Partners and Associates to ensure the Company website is managed and updated fortnightly.
- Support the production of other publications and presentations given by our Partners.
- Collaborate with the Partners and Associates to ensure timely development and delivery of publications, course content, and other content on the platform, including marketing materials.
- Manage the delivery of all our related and necessary creative copy, still, audio and video content.
- Administer Mighty Networks (MN) community membership relationship and retention processes and reporting, including MN Zapier administration.
- Administer Mighty Networks membership, responding to queries, requests, engagement with consulting & research services, and complaints from MN community.
- Working with Partners and Associates, responsible to create and maintain Content Month planning document each quarter.
- Liaise with other external content creators and contractors including writers, graphic designers, videographers, etc
- Work alongside Business and Client Associate in Orbitals projects when and where required.
- Provide any other editorial, creative, and technical support to team members as required.

It is essential for all a School for tomorrow Associates to maintain HubSpot knowledge and practice by undertaking certifications and doing regular training sessions. A minimum of Hubspot Certification, Inbound Certification and Email Certification is recommended.

## **About us**

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In 2010, Dr Philip SA Cummins acquired Creative School Management, then Australia's leading educational consultancy group, and formed The CIRCLE Group. **a School for tomorrow.** is our global educational network that supports students, educators, and school leaders to thrive in a new world environment. Our research arm is CIRCLE - The Centre for Innovation, Research, Creativity and Leadership in Education. The CIRCLE Group has a leading global presence, providing research, consulting, and professional services to hundreds of schools, thousands of educators, and hundreds of thousands of students globally. In 2018, The CIRCLE Group acquired the ongoing business and assets of CIRCLE, which continues as our research institute, and moved its headquarters to Singapore, operating under CIRCLE Education

Singapore. The CIRCLE Group also powers voyage. voyage is a global enterprise created to transform the possibility of education for learners in what is currently a fragmented and non-transparent market. Students around the world need products and services that support their education, their home life, and their work life. The voyage digital platform and application helps students access everything they need for tertiary education and beyond

There are typically five qualities that can be identified in how The CIRCLE Group goes about working out what to do and how to do it:

- **Future-focused:** are decisions emerging from an inclination to move forward to meet the needs of the future?
- **Character-rich:** are decision-makers considering the ways in which any and all decisions both model and promote the desired 21C character, competency and wellness for students and other members of the school community?
- **Action-oriented:** are stakeholders committed to taking both the initiative to act and ensuring concrete actions to improving outcomes (especially student outcomes)?
- **Inclusive and empowering:** do decision-makers look to make decisions in the best interest of the voice, agency, and wellness of “every” and “each” stakeholder and particularly the students – in other words, is there an emphasis on generating successful experiences and outcomes for individuals on personalised pathways as well as serving the needs and culture of the institution as a whole?
- **Reflective inquiry:** do decision-makers habitually ask searching and meaningful questions while moving through one of a number of well-rehearsed and considered multi-stage process that asks them to contemplate context, balance the best of external research with internal evidence of impact, generate a range of options, and select the best available course of action to achieve the task at hand?

## About You

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We are looking for individuals who possess the ability to think both creatively and analytically. The Communications Associate will be responsible for the ideation and creation of content that connects our brand to our global audience. You are a skilled copy editor and designer, have been praised for your attention to detail and are a highly organised, self-motivated individual. Personally, and professionally, you enjoy the challenge of designing and creating material, making it accessible for a variety of target audiences. You are a quick learner with an exceptional level of attention to detail who will demonstrate the capacity to learn and work with **a School for tomorrow’s** style guide and client base in the specialist field of strategic educational development. You enjoy calling on your high-level analytical, critical thinking and problem-solving skills to apply a high level of technical fluency and agility, and approach various challenges with initiative, self-confidence, and adaptive expertise. You take pride in your advanced interpersonal and communication skills, and you believe that an abiding personal standard for accuracy and quality is essential. You are motivated by building enriching relationships with internal and external stakeholders through your work and communication. You are able to create smart solutions to streamline and manage research and data processes in a way that enhances product quality as well as operational efficiency. Most importantly, you have a can-do attitude and are eager to work in a team environment that involves a wide range of responsibilities.

## Communications Associates Skills & Experience

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### Essential

- Excellent written and interpersonal skills, with the ability to relate to and engage with people at all levels of an organisation through collaboration and clear communication skills
- Excellent organisational skills with the ability to self-management, meet deadlines and work independently
- Strong creative, organisational, problem-solving skills, and the ability to develop original content
- Must be able to apply style guides creatively while upholding brand identity
- Experience or interest in Canva, Adobe InDesign, Photoshop, and Illustrator
- Strong ability to develop content that provokes engagement, relationship formation and member retention
- Highly computer literate and advanced knowledge of HTML

### Desirable

- 1-2 years' experience or in a similar role
- Experience with Hubspot, Zapier and social media management
- Adept at keyword placement and SEO best practices
- Proficiency with popular content management systems
- Strong leadership qualities
- Adaptable and quick learner

## Organisational Relationships

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### Internal

- Managing Partner
- Partner: People, Culture & Communications
- Partner: Business Operations and Development
- Orbitals Production team

### External

- Members, school clients and partners, Game Changers guest
- Tertiary/Training and Development Providers providers
- Hubspot and social media platforms
- App developers
- Professional Associations and Networks

## Diversity, equity, and inclusion

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We welcome people of all races, ethnicities, ages, religions, abilities, identity, gender, and sexual orientations, and believe their distinct perspectives and personal story make the aspiration of **a School for tomorrow.** a more vibrant, creative learning place that drives our innovation and the hope of humanity. Our collective strength comes from our diversity, and we celebrate the visible and invisible qualities that make each person remarkable, where everyone is valued, respected, and able to reach their inherent possibility.

**a School for tomorrow.** commits to aligning our culture and business practices to be a beacon of diversity, equity, inclusion, and belonging for all people and is proud to be an equal opportunity employer.

Our full *Diversity, Equity and Inclusion* statement can be viewed on our [website](#).