Position Description

Strategic Communications and Marketing Lead

Why work with us

Every child and young person deserves a great education.

We have a strategy that aims to unlock every child's potential now and into the future, one that in partnership with learners, students, parents and the wider South Australian community will build a world-leading public education system. One that is equitable and prioritises learning and wellbeing.

Together we will make our education system the best it can be.

When our children and young people thrive, so do our communities and our state.

Our values

We are part of the South Australian public sector and share the values of:

 SERVICE	 PROFESSIONALISM	 TRUST	 RESPECT	 COLLABORATION & ENGAGEMENT	 HONESTY & INTERGRITY	 COURAGE & TENACITY	 SUSTAINABILITY
We proudly service the community and the South Australian Government.	We strive for excellence.	We have the confidence in the ability of others.	We value every individual.	We create solutions together.	We act truthfully, consistently, and fairly.	We never give up.	We work to get the best results for current and future generations of South Australians.

About the Division

The Strategy and Performance Division promotes the value of education in South Australia and plays a key role in improving the public education system. It leads system-wide strategy, manages strategic risks, provides data-driven insights, and supports schools and preschools to succeed and strengthen their standing within their communities.

About the Directorate

International Education Services (IES) is focused on the strategic direction and sustainability of international education programs in South Australian government schools. The team works closely with schools, homestays, overseas families, agents and government agencies to promote international education programs to global markets and deliver positive educational outcomes to international students within a safe and supportive learning environment.

About this role

The Strategic Communications and Marketing Lead provides leadership and direction for the development and implementation of integrated marketing, communications, stakeholder engagement and brand strategies that support the long-term growth, sustainability and reputation of International Education Services (IES). The role is responsible for shaping market positioning, informing executive decision-making, identifying emerging opportunities and risks, and leading strategic initiatives that strengthen the international profile, reputation and commercial performance of South Australian Government Schools.

Position title	Strategic Communications and Marketing Lead
Classification	ASO8
Division	Strategy and Performance
Directorate	International Education Services
Location	31 Flinders Street, Adelaide, with flexible working arrangements available
Reports to	Executive Manager, Operations and Strategic Communications
Direct reports	Digital Content Specialist
Role description date	October 2026

What you will do (key outcomes)

1. Lead the development and implementation of IES marketing, communications and stakeholder engagement initiatives, ensuring alignment with departmental priorities, international education trends and commercial objectives.
2. Attend Executive Leadership Team meetings and provide strategic advisor to the Director and Executive Leadership Team on market intelligence, reputation management, stakeholder engagement, communications risks and emerging opportunities.
3. Lead the strategic positioning and reputation of South Australian government schools in domestic and international markets through the development of integrated brand, communication and engagement frameworks.
4. Identify and evaluate emerging market opportunities and risks, industry trends, and stakeholder insights to support student recruitment growth, market diversification and business development priorities.
5. Develop and maintain high-level relationships with government agencies, education providers, international partners, industry bodies and key stakeholders to advance organisational and sector objectives. This includes leading complex cross-functional initiatives and influencing outcomes across multiple business units to ensure consistent strategic messaging and alignment with organisational priorities.
6. Establish performance measures and evaluate the effectiveness of marketing, communications and stakeholder engagement initiatives, providing evidence-based recommendations to drive continuous improvement and return on investment.
7. Lead a high-performing team and build organisational capability through coaching, mentoring, workforce planning and fostering a culture of innovation, accountability and continuous improvement.

8. Ensure that all IES marketing and communication activities comply with Commonwealth and State legislation and align with Department for Education and whole-of-governmental branding requirements, procedures, guidelines and protocols.
9. Help to maintain a safe and healthy working environment by proactively reporting incidents, hazards and injuries.

The capabilities you will bring (key competencies)

- **Strategic leadership and influence**: Demonstrated ability to lead strategic communications and market functions, influence executive decision-making, and achieve outcomes within complex stakeholder environments.
- **Commercial and business acumen**: Highly developed understanding of market dynamics, business growth strategies, risk and reputation management and performance measurement.
- **Stakeholder and partnership management:** Proven ability to build and maintain high-value partnerships and influence senior stakeholders across government, education and industry sectors.
- **Change and transformation:** Demonstrated experience leading strategic initiatives, driving innovation and implementing change that delivers measurable organisational outcomes.
- **Content and communications expertise:** Demonstrated ability to develop clear, engaging and accessible communication and marketing content tailored to diverse audiences across multiple platforms and channels.
- **Political and environmental awareness:** Highly developed understanding of government decision-making processes, public sector governance, and emerging policy issues impacting international education.
- **Work, Health and Safety:** Demonstrate knowledge and commitment to promoting and creating a safe and inclusive work environment and the legislative requirements of Equal Opportunity and Work Health and Safety legislation.

Who you will work with (key relationships)	Qualifications
Direct working relationships: • Executive Manager, Operations and Strategic Communications • Director, International Education • Executive leadership staff **Internal working relationships:** • IES staff **External working relationships:** • DfE Schools and DfE Corporate Staff • Officers in relevant Commonwealth and State Government agencies • IES stakeholders • Suppliers including print, design, multimedia, web and events	**Essential:** A tertiary qualification in communications, marketing, public relations or related discipline and/or relevant experience in these areas. **Desirable:** Nil

Corporate responsibilities	Special conditions
Keep accurate and complete records Act appropriately in line with the Public Sector Code of Ethics at all times Support diversity and promote an inclusive workplace for everyone Maintain a commitment to Work Health and Safety legislative requirements	You may need a current driver's license and be willing to drive You may be asked to work out of hours You may need to travel within or outside South Australia including overseas. You need to achieve mutually agreed performance goals You must have a current Working with Children Check You must do Responding to Risks of Harm, Abuse and Neglect – Education and Care training You must be an Australian resident or provide evidence you have a current work permit

Assessed by: Tegan Palamaris, Advisor People and Culture		**Approved by**: Narelle Slivak Director, International Education	
Date: October, 2026		**Date:** October, 2026	