



## Position Description: Marketing Coordinator

### The Operating Environment

#### Active Education Australia

Active Education Australia is the leading professional association representing teachers and other professionals working in the fields of health, physical education, recreation and sport. We are a member based, not-for-profit organisation with a significant profile.

Active Education Australia's purpose is to enable all people to lead active and healthy lives.

Active Education Australia prides itself on the delivery of high quality, relevant, and accessible professional learning to encourage optimal teacher and student outcomes in health and physical education.

#### Active Education Australia culture

Active Education Australia's values include trustworthiness, respect, community, collaboration, and growth, and we strive to create an environment of collaboration and safety so all staff can fully belong, perform with excellence, and seek innovation and improvement.

#### Team Overview

Active Education Australia's organisation structure has three key pillars:

1. Products and Services
2. Consulting
3. Operations support

This role fits within the Products and Services pillar and works with and supports staff across the Consulting and Operations support pillars.

The purpose of the Products and Services pillar is to lead, develop and grow Active Education Australia as the leaders in professional learning to build capacity in teachers for optimal student outcomes in HPE and school based physical activity, sport, and active recreation.

Active Education Australia markets its products and services to schools and teachers nationwide. It also creates and provides its services with the input of 25 + employed staff, as well as contracted educator professionals including consultants, writers, reviewers and presenters.

#### Position purpose

The purpose of this position is to ensure Active Education Australia optimises implementation and customer engagement with its various products and services through excellent administrative and marketing support of our Marketing & Partnerships function. The role is a lynchpin in the provision of our core services and is key to allowing us to continue in successfully expanding our services and resources nationwide. This position provides support across a range of functions including creation of eDMs, event promotion, and partner communications, ensuring consistent and effective delivery of the engagement strategy.



## Position Description

<b>Position Title</b>	<b>Marketing Coordinator</b>
<b>Type of Employment</b>	0.6 FTE
<b>Location</b>	<p>Role allows for combination of office and home-based work.</p> <p>Active Education Australia's office is located at La Trobe Sports Stadium, La Trobe University, Bundoora.</p>
<b>Reporting line for position</b>	Position reports to Marketing & Partnerships Manager
<b>Positions reporting to this role</b>	The position does not have direct reports however engagement with our external contractors and suppliers' forms part of the role.
<b>Salary range for the role</b>	\$91,000 - \$98,000 p.a. pro-rata plus Superannuation
<b>Who this role is for</b>	<p>Originally founded in Victoria, Active Education Australia is expanding nationwide to enable us to provide customer-focused, high-quality services and resources to Health, Physical and Outdoor Education participants across the country.</p> <p>The organisation receives revenue from the sale of a wide range of resources through various platforms as well as the provision of workshops, conferences and consulting services nationwide. These services are provided by a staff of 28, along with a number (approximately 70) of casually contracted professionals.</p> <p>We are an ACNC-registered not-for-profit organisation managed by a Board for whom high probity standards are required.</p> <p>This role will appeal to an experienced, relationship-focused administrator who enjoys the variety and flexibility of supporting marketing operations as well as contract servicing operations.</p> <p>The role is also ideal for someone who welcomes working in a hands-on and collaborative environment with minimal supervision.</p>



## Key Accountabilities

- Marketing Administration**
- Managing marketing database and budgets
  - Coordinating content for campaigns and social media
  - Assist with market research
  - Prepare reports on marketing and membership performance
  - Contribute ideas for increasing member engagement, reach, and brand awareness
  - Implementation of Marketing Plan/activities supported by the Products and Services team as subject matter experts
- Membership Administration**
- Oversee membership operations and supporting the strategic outputs for school based and individual membership
    - This work is supported by membership administration from within another role in the organisation
- Other general administration**
- Other general administration tasks related to the role as required

## Skills and Experience

### Qualifications - required

- Bachelor's degree in Marketing, Communications, Business or a related field, or equivalent relevant experience.

### Experience required / selection criteria

- 3 – 5 years' experience in marketing and / or membership roles
- Experience with Microsoft Office (Word, Excel, Outlook, SharePoint), CRM systems (Salesforce knowledge is desirable), website platforms (WordPress, Mailchimp and Canva knowledge is desirable), social media management tools.
- Marketing knowledge including a solid understanding of digital marketing and campaign execution.
- Demonstrated experience managing multiple tasks, prioritising workload and maintaining strong attention to detail.
- Demonstrated experience utilising strong verbal and written communication skills and the ability to work with both internal and external stakeholders.

### Experience desired but not required

- Experience in a not-for-profit or industry association environment



## Application Process

This position is new to Active Education Australia and has become available to enable innovation in Active Education Australia's professional learning service provision.

To apply for this position please provide:

- A cover letter (no more than 1 page) addressed to Jason Doherty, General Manager Services
  - Please include an indication of your availability to commence in the role if successful.
- Your Resume (no more than 4 pages).

Please note, we will commence screening and interviewing for this role prior to the application closing date. If you are intending to apply, we encourage you to do so as rapidly as possible.

We reserve the right to close the application process as soon as sufficient applications of the appropriate merit are received.

**Applications close: Thursday 2 April 2026 and can be emailed to**

[j.doherty@activeeducationaustralia.edu.au](mailto:j.doherty@activeeducationaustralia.edu.au)

Confidential discussions prior to application are welcomed. All applications, enquiries or discussions can be directed to **Jason Doherty (General Manager Services)** at

[j.doherty@activeeducationaustralia.edu.au](mailto:j.doherty@activeeducationaustralia.edu.au)

*Active Education Australia values diversity and inclusion in all forms - gender, religion, ethnicity, LGBTIQ+, disability and neurodiversity. Aboriginal and Torres Strait Islander candidates are strongly encouraged to apply.*

*Applicants requiring adjustments can contact the nominated contact person.*

*We require all applicants to undergo background checks and screening prior to or during any appointment. Active Education Australia's Child Safe Statement of Commitment can be found at*

<https://activeeducationaustralia.edu.au/child-safe-statement-of-commitment/>