

POSITION DESCRIPTION

Title: Marketing and Communication Coordinator

Classification: HEW 5

Reports to:-Marketing Manager

Direct reports: Nil

Issue date: February 2026

JOB PURPOSE

The Marketing & Communications Coordinator amplifies the National Art School's voice across our community—prospective students, alumni, donors, partners, and the wider arts world. You'll craft compelling digital and print communications that strengthen our reputation, support student recruitment, drive attendance at our galleries and public programs, and contribute to our fundraising and brand initiatives.

KEY RESPONSIBILITIES

Digital Communications & Content

- Coordinate and schedule content across NAS social media channels and e-communications, ensuring high-quality, timely, and brand-aligned messaging.
- Develop, commission, and produce compelling digital content (including video, photography, and multimedia assets) that drives engagement and audience growth.
- Review, analyse, and report on campaign performance, audience behaviour, and engagement metrics to inform decision-making and content creation.
- Maintain and update the NAS website, ensuring accuracy, accessibility, and alignment with user experience best practice.
- Coordinate alumni relations by maintaining the alumni database and alumni communication.

Campaigns & Marketing Projects

- Deliver marketing and communication campaigns for courses, exhibitions, events, public programs, development and student recruitment activities.

- Ensure all communications adhere to NAS brand guidelines, tone of voice, and visual identity standards.
- Liaise effectively with internal and external stakeholders including staff, students, alumni, contractors, media, and partners.
- Apply culturally safe, inclusive, and accessible communication practice.

Reporting & Compliance

- Data reporting, continuous improvement and trend analysis.
- CRM and marketing automation tools such as Salesforce, Mailchimp, Monday or equivalent to segment audiences and optimise communication workflows.
- Experience using event and ticketing platforms such as Eventbrite to support event delivery and audience engagement.
- Contribute to continuous improvement of marketing processes, systems, and content strategies.

General Responsibilities

- Provide marketing administration support as required.
- Work flexible hours including evenings and weekends to support events and key activities.
- Uphold NAS values and comply with Ethical Practice, EEO, WHS, and SSO requirements.
- Perform other duties as directed, aligned with the scope and purpose of the role.

QUALIFICATIONS / EXPERIENCE

- Degree level qualifications in marketing, communications, media, or a related field.
- Demonstrated experience creating and coordinating digital content across social media, websites, and e-communications.

- High-level written and verbal communication skills, including copywriting, editing, and proofreading.
- Strong organisational and time management skills with the ability to meet deadlines and manage competing priorities.
- Proficiency with digital tools including website CMS platforms, social media management tools, and marketing platforms.
- Experience with image editing and design software (e.g., Adobe InDesign, Photoshop).
- Interest in visual art, creative industries or arts education.
- Experience with paid digital advertising (e.g., Meta Business Suite, Google Ads).
- Understanding of Google Analytics and data driven marketing practices.
- Knowledge of EEO, Ethical Practice, WHS, and inclusive communication principles.

KEY RELATIONSHIPS

Internal	
Marketing Manager	Receives direction, collaborates on priorities, and provides regular updates on campaigns, content, and workflow.
Academic staff	Supports program-related communications, events, and content needs; ensures accuracy and alignment with academic requirements.
Gallery Team	Supports exhibition promotion, content development, collateral, and audience engagement initiatives.
Fundraising and Development	Assists with fundraising communications, event promotion, donor engagement materials and content.
Future Students	Coordinates marketing activities for Open Day, school outreach, recruitment campaigns, and prospective student communications.
Short Courses	Provides marketing support for short courses, enrolment campaigns, and digital content.
Students	Provides clear, timely information through marketing channels.
External	
External Suppliers	Liaises with designers, printers, photographers and other vendors to deliver marketing outputs.
Public audiences and community stakeholders	Ensures consistent, professional communication across digital channels, events, and public enquiries.

Acknowledgment

I have read and understood this position description and I accept the key accountabilities outlined in this position description. I understand that this position description is used primarily for the purposes of position salary band evaluation, candidate information and as a reference point for performance agreements and reviews. This position description does not attempt to define specific tasks of the position.

Print Name: _____

Signed: _____

Date: _____