POSITION DESCRIPTION

POSITION TITLE: Communication and Engagement Portfolio

TERM: Nominated Position. Confirmed at the first meeting of each year

DATE OF LAST REVISION: 04 April 2025

Outline

The Communication and Engagement Portfolio member(s) is/are responsible for ensuring effective communication of the Association's activities, events and conferences to its stakeholders, and engaging with the relevant professional bodies, institutions and members in order to fulfil the strategic goals of the Association. Working with the executive committee members to align communication efforts with the Association's overall strategic plan and/or current campaign. Primary responsibilities:

1. **Stakeholder Liaison and Feedback**: Serve as a contact between the Association and external stakeholders, including other education-based associations, the media, industry, academia, and the public. Establish and maintain open communication channels that allow Association stakeholders to provide feedback or voice concerns to the executive committee.

2. **Local Event Planning and Promotion:** Plan and execute AAEE sanctioned events, meetings, and campaigns aimed at engaging stakeholders, performing outreach, and promoting the Association and its activities to both members and the broader public. This includes:

   a. Coordinating the awards roadshow with help from the Awards portfolio
   b. High-level coordination of local AAEE events

3. **Website**: Ensure the Association's website is kept up-to-date and provide relevant, informative and engaging content to showcase the Association's work. Store and index the papers from the Association's annual conference to be accessible to both members and the general public.

4. **Newsletter**: Collate information for and assist with the distribution of the Association's monthly newsletter to keep members up to date with the Association's activities.

5. **Social Media Presence:** Inform and manage the social media strategy. Communicate events and other important information to members through external online platforms such as EAXchange, LinkedIn, etc as determined by the strategy.

ACTIVITIES

As required
- Website updates / fixes
- Social media posts

- Promotion of local AAEE events
- Promote the AAEE conference at regular intervals, timed according to the conference schedule, with the support of the conference coordinator.

Annually
- Ensure that the webhosting fee is paid by the Association

Monthly Recurrence
- Collate information for and assist EA with the distribution of the Association's regular newsletter.
    - Standard routine: Items due 15th of every month – To be published approximately 1st business day of the month.
    - Logistics: Email newsletter content to Communications and Engagement Portfolio committee members
- Collate feedback on the Association, its activities, and suggestions received via online form.

January
- Advertise the upcoming AAEE conference on website.

February
- Contact the previous year's conference organisers to obtain the papers from the conference. Upload the conference papers to the AAEE website, including indexing for efficient searching.
- Post details of award winners from previous year's AAEE conference.

March
- Collaborate with the awards team to create a schedule for the awards roadshow. Advertise and organise the webinars throughout the rest of the year.

April
- Collaborate with local AAEE champions from each state to organise a local AAEE showcase in capital cities. Presentations to be guided by the previous year's AAEE conference. Schedule the roadshows between June and August.

September
- Work with the Secretary to ensure nominations for the executive committee are communicated across all media.

October
- Work with the Secretary to ensure all necessary communications regarding the AGM are ready to be released in November.

DOCUMENTATION

The AAEE file repository includes a folder dedicated to the communication and engagement portfolio. Guides on access the management interface to the website and uploading conference papers are stored in the folder.

REVISION HISTORY

V1_4   04042025   Original Version Approved by Executive Committee