



POSITION DESCRIPTION

Position Title:	Content & Communications Coordinator
Level:	NAATI Band 3
Location:	Melbourne
Work Unit:	Corporate Support
Reporting to:	Senior Brand & Communications Specialist
Classification:	24-month fixed-term contract, full-time

The Organisation:

NAATI is the registered business name of the National Accreditation Authority for Translators and Interpreters Ltd (ABN 42 008 596 996). Further details on the organisation and its business operations are available on the NAATI website at www.naati.com.au.

NAATI Values

NAATI's vision is for a connected community without language barriers, and our purpose is to credential practitioners who wish to work as translators and interpreters in Australia. We take our responsibilities seriously, and in doing so maximise people's ability to fully engage and participate in Australian society.

We are a values-based organisation. **Respect**, **Integrity**, and **Professionalism** not only define who we are, they underpin everything we do.

Respect – We treat everyone with dignity and respect

Integrity – We are honest and trustworthy and lead by example

Professionalism – We strive for excellence in everything we do

Primary Outcomes for the Position:

The Content & Communications Coordinator supports the delivery of NAATI's Communications and Engagement Strategy. This includes internal and external communications, developing videos and resources for various audiences, maintaining brand and corporate identity, digital communications (including the website, social media, LMS, digital advertising and intranet), design and production of marketing collateral from concept to print-ready artwork, and general public relations, with some autonomy over activities.

This position reports to the Senior Brand and Communications Specialist as part of the Communications and Engagement team which is dedicated to the strategic direction, coordination, administration and continual improvement of NAATI's internal and external communications across all platforms and channels.

Key Responsibilities and duties:

In consultation and collaboration with the Strategic Engagement Manager and the Senior Brand and Communications Specialist:

- Design and produce professional communications content including high-quality graphics, videos and written content (for the website, intranet, LMS, events, social media and email marketing), as well as print-ready marketing collateral such as brochures and reports, in consultation with relevant teams.
- Lead content creation for NAATI's social media pages (currently LinkedIn and Vimeo), including posting and promoting NAATI, sector news and the work of stakeholders.
- Support BAU work delivery for the Communications and Engagement team, including:
 - researching, drafting and distributing monthly and quarterly digital newsletters
 - website and intranet content publishing
 - reviewing and editing Word documents and PowerPoint presentations for colleagues across the organisation, ensuring they are clear, accurate, accessible and on brand
 - responding to ad hoc requests for communications support across the organisation
 - maintaining a library of stock images, graphics, templates and presentations.
- Lead on specific communications projects as directed (such as digital advertising, video editing and production, developing resources for consumers or translators & interpreters, or designing presentations).
- Develop and maintain positive working relationships with key internal and external stakeholders, including contractors (such as marketing agencies or video editors).
- Contribute to broader decisions on messaging, communications and marketing initiatives.
- Maintain NAATI's corporate identity assets and regularly update NAATI materials, ensuring consistency and accessibility.
- Other functions and tasks as required to support the success of NAATI.

Selection Criteria

Essential:

1. Training or qualifications in communications, graphic design, video production, marketing or related discipline with at least three years' practical experience.
2. Demonstrated experience in creative graphic design and production of high quality printed and digital material, including infographics, images and other means of presenting complex information in visual form, with strong attention to detail.
3. Exceptional writing skills including drafting/editing copy for printed and digital material targeting internal and external audiences, including people from culturally and linguistically diverse backgrounds.
4. Project management and time management skills, including managing multiple tasks with competing deadlines.
5. Well-developed skills in Microsoft Office and Adobe Creative software such as Photoshop, InDesign, and Illustrator.
6. Willingness to learn and adapt quickly to new technologies and platforms.
7. Works well individually and in a team, builds positive working relationships with a diverse range of internal and external stakeholders, and projects a positive, inclusive and enthusiastic personal and team image.

Desirable:

1. Knowledge of NAATI and the translating and interpreting sector in Australia.
2. Experience working with culturally and linguistically diverse individuals and communities.
3. Demonstrated experience in social media management and/or digital advertising.
4. Video and/or rich media production, design and editing skills.
5. Knowledge of web accessibility standards and resources.
6. Experience working with software such as WordPress, MailChimp, Canva, Biteable, Microsoft Forms and SharePoint.
7. Experience in digital marketing, Google advertising, email marketing and SEO.
8. Instructional design skills and experience creating learning modules through Moodle.

Employment Conditions:

- Employment conditions are set out in the NAATI Enterprise Agreement 2024-2028

Approved by: Chief Executive Officer

Updated: Strategic Engagement Manager October 2026