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## Student Communications Coordinator

Faculty/Division Classification Level

DVC – Education & Student Experience

Professional 7

Hours & Span (Category)

G - Administrative, Clerical, Computing, Professional &

Research

Position number

Admin Only

Shiftwork status

Not Shiftworker

Original document creation

1 October 2022

### Position Summary

The Registrar & Student Services portfolio drives the continuous improvement cycle for student services, and oversees the functions for student enquiries, student communications, business process improvement, and the partnership between shared services and Faculties.

The Student Communications team operates as part of this area led by the Manager, Student Communications, and supported by a number of Student Communications Coordinators. The role is responsible for delivering engaging and appropriate content to students via a range of channels.

The role of Student Communications Coordinator reports directly to the Manager, Student Communications and has one direct report, as well as casual staff and student interns as required.

### Accountabilities

Specific accountabilities for this role include:

- Provide leadership, supervision and support for a Student Communications Officer. Including guidance and direction with workflow prioritisation, best practice and professional development opportunities.
- Create a respected and valued service by delivering a highly customer-focused service with a commitment to excellence and continuous improvement.
- Implement the agreed student communications plan for the university by achieving agreed outcomes and identifying opportunities to improve the quality or efficacy of student communications.

- Provide research for the Manager, Student Communications to underpin the development of an effective internal communications strategy.
- Provide advice and guidance on best practice to stakeholders across faculties and divisions on student communications including most appropriate channels to deliver effective and targeted messages to relevant audiences, while liaising with relevant stakeholders to develop content.
- Collaborate with key stakeholders across UNSW to identify emerging issues, initiatives and opportunities to provide communications support where appropriate.
- Develop and maintain a range of communications tools, documentation and user guides to ensure they support effective communication within the Student Communications team
- Utilise quantitative and qualitative data to continually enhance UNSW student communications content and channels.
- Organise focus groups and other opportunities for student feedback, ensuring underrepresented cohorts are included in this activity, as required.
- Manage and maintain appropriate governance around data and usage of the University's systems, including Insight CRM system, SiMS, and email marketing platforms..
- Work with stakeholders and Subject Matter Experts to ensure web content is produced and updated, as required.
- Produce and provide reporting to senior managers and engage with the testing and evaluation of the success of communication campaigns.
- Act as a brand advocate and drive positive brand messaging, and tone of voice– centering the student experience at the heart of all communication
- Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](#) and the [UNSW Code of Conduct and Values](#)
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

### Skills and Experience

- Relevant degree or an equivalent level of knowledge and relevant experience gained through a combination of education and training, preferably in the Higher Education Sector or similar environment. A professional qualification in communications or related field is desirable.
- Demonstrated experience of delivering communications and engagement with audiences through a range of appropriate channels.
- In-depth understanding of the target audience, with a highly effective writing style and expertise in high-impact messaging to internal audiences.
- Proven ability to liaise effectively with all levels of internal and external stakeholders, and influence to achieve desired outcomes.
- Excellent written and oral communication skills, with strong experience in drafting tailored communications for a diverse range of audiences.

- Advanced level of computer literacy with excellent skills in Microsoft Office applications and databases (e.g. CRM) as well as experience of the production of digital content. Proven ability to work independently and effectively to tight deadlines.
- Experience of using and analysing data relating to communications and engagement.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training

#### **Pre-employment checks required for this position**

- Verification of qualifications

#### **About this document**

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.