



Position Description

Marketing Officer, Faculty of Science and Health

Market Strategy and Partnering

Division of Customer Experience

Classification	Level 6
Special conditions	Willingness to travel and work outside normal office hours, including evening work and overnight travel.
Workplace agreement	Charles Sturt University Enterprise Agreement
Date last reviewed	March 2026

Division of Customer Experience

The Division of Customer Experience is responsible for finding, engaging and admitting future students to Charles Sturt University.

Together, we champion Charles Sturt as Australia's top university for hands-on learners who want to make a real-world impact in their communities.

We strive to meet load targets by promoting the university, bringing customer insights to product design and development, and creating a remarkable customer experience throughout the student acquisition funnel.

To do this, we:

- promote the university and drive student load through advertising and earned media opportunities
- shape the Charles Sturt University brand and ensure it is presented consistently
- personally engage with future students in schools, careers expos, sponsorship activations and at open days
- process and convert more than 40,000 applications each year
- support the university as an in-house advertising agency and design studio
- support Charles Sturt University's faculties with marketing strategies, campaigns and consumer insights
- oversee marketing sponsorships to ensure alignment with the university's strategy
- support events like graduations and orientation weeks.

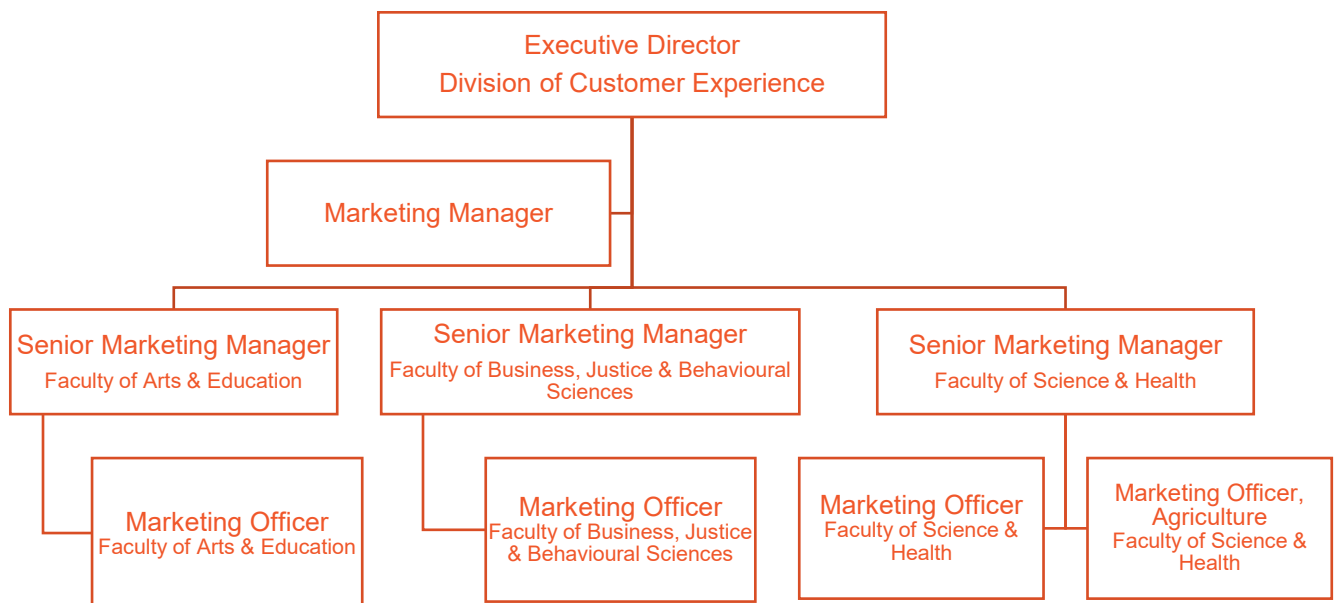
We work closely with the Office of Planning and Analytics, Division of Student Success, Office of Engagement and Enterprise, and Division of Student Experience to create a seamless, end-to-end customer journey.

Marketing Strategy and Partnering

The Market Strategy and Partnering team within the Division of Customer Experience delivers the university customer acquisition strategy and is responsible for leading the integrated, multi-channel marketing strategy for the faculties to help achieve course enrolment targets.

The teams develop and execute strategic course marketing plans that span across the student acquisition funnel. Key marketing operations include the nurture of recruitment focused internal & external partnerships, the provision of market intelligence & insights to guide product development, promotional and recruitment events, and faculty stakeholder management. These activities are underpinned by a continual brand campaign that supports key reputational career areas across the university.

Organisational chart



Reporting relationship

This position reports to: Senior Marketing Manager, Faculty of Science and Health

This position supervises: N/A

Key working relationships

- Executive Director, Division of Customer Experience
- Senior Marketing Manager, Faculty of Science and Health



- Division of Customer Experience teams (Brand and Performance Marketing, Admissions & Conversion, Future Student Engagement & University Events)
- External Engagement
- Faculty Executive Officer
- Faculty Course Directors
- Media and Communications
- External Industry Partners
- Future Students and Influencers
- First Nations team
- Client Relationship Management (CRM) team

Position overview

The Marketing Officer, Faculty of Science and Health will provide a full range of integrated marketing, communications, and administrative services to support execution of the marketing and growth strategy. The key focus areas include student recruitment and conversion, event management, integrated marketing and promotional campaigns and stakeholder relationship management that integrate to achieve and align to the university's student acquisition goals.

Principal responsibilities

- **Values:** Consistently embody the University's values in behaviour and decision-making, while encouraging inclusivity and collaboration to foster a safe and respectful work environment.
- Contribute to the execution of relevant, multi-channel, marketing strategies that build course reputation and generate demand for programs and courses.
- Support the development of marketing campaigns to attract and retain students in core markets: undergraduate on-campus; undergraduate online; postgraduate online.
- Actively contribute to the university's acquisition strategy to increase student load.
- Support lead management and content nurture strategies by assisting with direct marketing campaigns.
- Support the development and nurture of key industry and recruitment partnerships.
- Provide ongoing analysis of course competitor activity, including recruitment strategies, development of new courses and enrolment patterns.
- Actively contribute to a team environment that fosters and develops effective working relationships and collaborative work practices.
- Exercise initiative in the application of systems and procedures by applying theoretical and technical knowledge pertaining to a range of differing situations including:
 - Coordinating academic staff for key student recruitment events (e.g., Open Day, Explore Day and faculty discipline recruitment and engagement events).
 - Developing advertising and campaign briefs.



- Delivering support to the development of new courses including coordinating new course launch and supporting collateral.
- Delivering against the tactics as outlined in the faculty growth course and university marketing plans.
- Representing the Division of Customer Experience on a range of Faculty Committees.
- Keep abreast of the activities of the Division and determine their impact on other related functions or sections.
- Interpret procedures to assist others, and make recommendations on changes to procedures, schedules, or routines to facilitate good relations between work units or with clients.
- Develop and frequently deliver presentations to a range of audiences, including senior academic staff, prospective students, and members of the public.
- Other responsibilities appropriate to the classification as required.

Required capabilities

This section comprises capabilities from the Charles Sturt [Capability Framework](#). Read the Framework for more detail regarding these capabilities.

Capability	Capability Definition	Level of influence
Innovates		
Navigates Complexity	Adjusts and responds effectively to new or unexpected situations, challenges, or opportunities whilst developing strategies to manage wellbeing in a challenging environment.	Influence self
Connects		
Builds Relationships	Implements interdisciplinary collaboration, adopts diversity and inclusion principles, and facilitates relationship building to work effectively with others.	Influence self
Communicates with Influence	Listens to understand the position of others and leverages effective communication and negotiation skills in order to influence and navigate toward mutually beneficial outcomes.	Influence self
Achieves		
Plans and Prioritises	Effectively plans and aligns priorities with strategy. Effectively allocates and utilises resources to achieve goals.	Influence self
Drives Impact	Collaboratively engages with peers and stakeholders in the community and industry. Places our people and students at the centre of design decisions.	Influence self
Enablers		
Manages Projects Effectively	Applies effective planning and coordinates effort using project management practices to deliver specific project objectives.	Influence self



Physical capabilities

The incumbent may be required to perform the following.

- Work in other environments beyond your base campus, such as other campuses.
- On occasion drive a vehicle distance up to 500km per day within the terms of the university's [Driver Safety Guidelines](#)
- Perform in an accurate and timely manner push/pull, reaching, grasping, fine manipulation tasks, including lifting items up to 10kg.

Selection criteria

Applicants are expected to address the selection criteria when applying for this position.

Essential

- A. Completion of a degree, normally with 2 or more years' subsequent relevant work experience; or extensive experience (e.g. an Associate Diploma with at least 4 years' subsequent relevant experience), leading to either the development of specialist expertise or to the development of broad knowledge, in technical or administrative fields; or an equivalent level of knowledge gained through any other combination of relevant education, training and/or experience.
- B. Demonstrated experience in delivering marketing and sales activities, including experience in event management, marketing strategy, planning, promotion, and implementation.
- C. High level verbal communication skills, including the ability to effectively deliver presentations.
- D. Excellent written communication skills, including a demonstrated ability to edit text and/or web-based publications.
- E. Demonstrated ability and commitment to work flexibly, independently and as an effective team member contributing to the goals of the Division.