Coordinator, Student Communications

Student Communications
Division of Student Services

Classification: Level 7
Delegation Band: Delegations and Authorisations Policy (see Section 3)
Hours per Week: 35
Special Conditions: After hours work sometimes required.
Nature of Employment: Fixed Term
Workplace Agreement: Charles Sturt University Enterprise Agreement
Date Last Reviewed: May 2019

Division of Student Services

The Division of Student Services (DSS) aims to provide all Charles Sturt students with an excellent University experience through the provision of quality support and services, from the time a student commences their Orientation through to Graduation. This includes supporting students from all backgrounds, regardless of whether they study online or on-campus, whether they've just finished school or are mature age students.

Staff in the Division of Student Services have a strong focus on setting students up for success throughout their University journey and beyond. The Division went through a functional remodel in 2019 to better align services, clustering roles with similar objectives, reducing duplication of services, creating synergies and making support more accessible for students.

Student Communications

The Student Communications unit centralises student enquiries management and outbound communication in one place, to deliver cohesive and timely messaging through a range of different channels. The unit focusses on enhanced student enquiry management, targeted student outreach and proactive communications planning. The unit also has oversight of the content and organisation of the Student Portal and other communication projects.
Our University Values

**Impactful**
Outcome driven

**Inclusive**
Stronger together

**Insightful**
Understanding people and the world

**Inspiring**
Leading for the future

Strategic → Role based

Get results → Take ownership → Collaborate with others → Job-specific capabilities

**Service focused**
Strive to meet needs and exceed expectations of our students, communities, stakeholders and colleagues.

**Business savvy**
Continually look to add value in our roles, processes and ways of working.

**Innovative**
With creativity at our core, be open to new ideas and seek to find better ways of doing things.

- **Live our values**
  Uphold the Charles Sturt University values daily in our own behaviours and interactions with others.

- **Take action**
  Weigh up risks and make prompt decisions, backing ourselves and each other.

- **Adapt to change**
  Explore the reasons for change and be open to accepting new ideas and initiatives.

- **Network**
  Bring people together and build relationships that deliver desired benefits and outcomes.

- **Listen closely**
  Dig deep to understand others, using self-insight to build team spirit and recognise efforts.

- **Influence**
  Create compelling arguments to persuade others and promote ideas that add strategic value.

Job families that reflect the key roles and occupations people have at the university include:
- Operational
- Administrative
- Technical
- Professional/specialist
- Academic
- Leadership
Reporting relationship

This position reports to: Director, Student Communications
This position supervises: Student Communications Officers

Key working relationships

- Division of Student Administration
- Media and Internal Communications, Office of the Vice-Chancellor
- Division of Marketing and Communication
- CRM Team, Division of Information Technology
- Web Office, Division of Information Technology
Position overview

The Coordinator, Student Communications will lead the coordination, development, maintenance, support and evaluation of student communication strategies at Charles Sturt University. The position liaises closely with relevant Divisions and Faculties to ensure communications are consistent with Charles Sturt’s strategic priorities, and that the portfolio adopts approaches that enhance student participation and engagement.

You will also work closely with other staff in the Division of Student Services and other areas of the University to source and develop content for students. You will follow processes which have been developed and implemented to ensure accurate and timely information is shared with students, and the student voice is evident in our communication, with the aim of building students networks and connections using social media and online platforms.

You will provide advice on best practice relating to inclusive student communication and engagement strategies. You will develop a systematic approach to the coordination of work priorities that align with the strategic priorities of the Division of Student Services, and the University, while ensuring that the team continues to have the capacity to be agile and respond appropriately to emerging and unplanned requirements.

Principal responsibilities

- Lead the development, implementation, maintenance and evaluation of student communication at CSU and the necessary policies and processes required to underpin communications.
- Establish and maintain content and quality control mechanisms for student-facing communication channels and content.
- Collaborate with stakeholders to ensure a consistent and coordinated approach to communicating with students and the wider Charles Sturt community. Supervise the ongoing development and promotion of communication channels for students including, but not limited to, blogs and social media. This will include evaluation, budget, resourcing and content strategies.
- Lead the coordination, execution and evaluation of student-facing elements of cross-unit communication plans, ensuring consistency and quality control.
- Work collaboratively with staff in the Division of Student Services and stakeholders in other areas of the University, including Division of Marketing and Communication and the Web Office, to ensure ongoing coordination and quality control of student-facing communications
- Actively engage in the broader working and achievement of the goals of the Division of Student Services including attendance and participation in meetings, involvement in projects, preparation of reports and presentations, and participation in collaborative initiatives with team members and colleagues from the broader Charles Sturt community.
- Maintain currency and provide advice on best practice related to student communication and engagement.
- Other duties appropriate to the classification as required.

Physical capabilities

The incumbent may be required to perform the following.

- Work in other environments beyond the school, such as other campuses, as well as possible car and air travel and work with a diverse range of staff, students and community members.
- On occasion drive a university vehicle distances up to 500km per day within the terms of the university's Driving Hours Guidelines and Policy.
Selection criteria

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

**Essential**

A. A degree with at least 4 years subsequent relevant experience to consolidate and extend the theories and principles of communication; or extensive experience and management and/or specialist expertise; or an equivalent level of knowledge gained through any other combination of education, training and/or experience.

B. Demonstrated capacity to lead a team using collaborative practice and to coordinate the work of others to achieve quality outcomes, with high level negotiation skills and demonstrated ability to initiate, develop and maintain effective relationships with clients, including students and faculties.

C. Demonstrated experience designing, implementing and reporting on communication campaigns using a variety of channels and targeting a variety of audiences.

D. Demonstrated experience using social media platforms to build meaningful connections, including experience in moderation, measuring success and implementing recommendations to improve performance.

E. Demonstrated experience using a content management system, customer relationship management software and content creation tools to support a high quality student experience.

**Desirable**

F. Web development expertise.

G. Experience working in higher education and an understanding of the broader issues relating to teaching and learning in the tertiary context.