



Position Description

Marketing and Engagement Officer

Future Student Engagement and University Events

Division of Customer Experience

Classification Level 6

Special conditions

This appointment is conditional upon the successful applicant satisfying and maintaining a Working with Children Check in accordance with the Child Protection Act 1998.

After hours and weekend work is required.

The position is required to undertake extensive travel.

Workplace agreement [Charles Sturt University Enterprise Agreement](#)

Date last reviewed February 2025

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

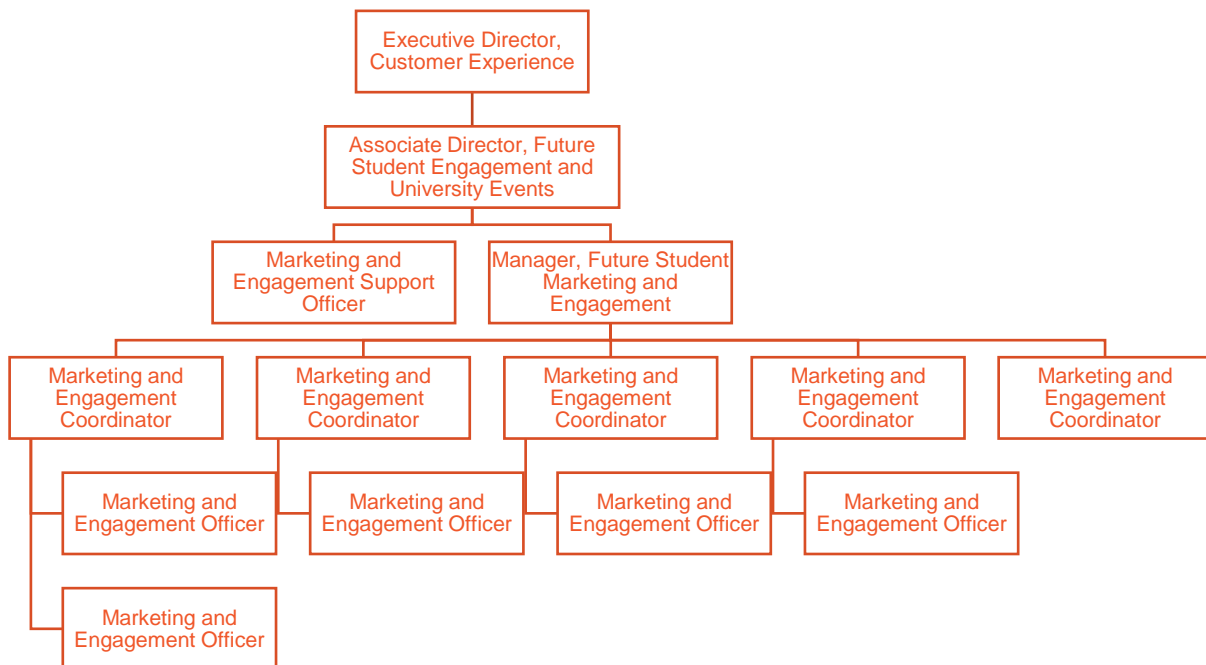
- oversee marketing sponsorships to ensure alignment with the university's strategy
- support events like graduations and orientation weeks.

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.

Future Student Engagement and University Events

The Future Student Engagement and University Events group is a key strategic delivery team for outstanding customer experience at Charles Sturt University. Specifically, the team is responsible for contributing to: marketing and engagement strategies, building a sustainable and strategic pipeline of students as aligned to Charles Sturt University strategies, the acquisition of domestic students through sector-leading engagement, and delivery of key University events and experiences designed to engage and influence key audiences for a positive University reputation. The function also works across the University to contribute to shared goals and KPIs for student acquisition, onboarding and graduation.

Organisational chart



Reporting relationship

This position reports to: Marketing and Engagement Coordinator, Future Student Marketing and Engagement

This position supervises: Nil



Key working relationships

- Customer Experience units
- Student Experience units
- External Engagement team
- Community Relations team
- CRM team
- First Nations team
- Faculties and Schools
- Future Students and Influencers
- External Partners
- Other areas as directed

Position overview

The Marketing and Engagement Officer is responsible for supporting the development and progression of strong internal and external relationships, and conducting influential engagements, focused on marketing to right fit domestic students and their influencers to promote the benefits of taking up study with Charles Sturt University. You will ensure delivery of various future student engagement initiatives, including a range of marketing activities on and off campus, as well as online. This will encompass co-design and delivery of information in various formats to appeal to identified audiences, relationship building with targeted secondary schools, VET institutions, community partners and internal and external stakeholders.

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.
- Build and maintain stakeholder relationships to support Charles Sturt University's strategic goals, including achieving student load targets.
- Support future student marketing and engagement by promoting the benefits of studying at Charles Sturt through various initiatives.
- Plan, develop, and review marketing materials in collaboration with your supervisor, ensuring alignment with University policies, brand standards, and stakeholder expectations.
- Deliver engaging marketing and recruitment initiatives across diverse formats, including on-campus, online, and at external events such as school visits, expos, and fairs, with a willingness to travel nationally, regionally, and remotely.
- Lead and mentor Student Ambassadors to ensure professional, high-quality representation of the University.
- Foster a collaborative team environment by building trust, strengthening internal and external partnerships, and maintaining productive working relationships.
- Perform other relevant duties 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		
Creates Innovative Solutions	Uses methodologies that open up creative thinking and transform ideas into actionable plans and strategies. Reflects on outcomes and drives ongoing improvement.	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

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.
- Possess the physical ability to carry out shelving duties, such as frequent bending, reaching/stretching, squatting and repetitive lifting.



Selection criteria

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

Essential

- A. A relevant degree, preferably in business, marketing, communications or education, normally with 2 or more years subsequent relevant experience in a marketing environment; 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 marketing, promotion and/or business development methodologies and effective contribution to planning and execution for key audiences and targets/objectives.
- C. Experience in delivery of engagement activities, including planning, promotion, implementation, and reporting.
- D. Demonstrated high level of verbal and written communication skills, including effective public speaking, excellent information technology skills, and advanced interpersonal skills, including the ability to liaise with and influence a variety of stakeholders.
- E. Demonstrated ability to self-manage and work as part of and contribute to a team.
- F. A current unrestricted driver's license.