



# Position Description

## Marketing Support Officer

Division of Customer Experience

Office of the Chief Operating Officer Portfolio

**Classification** Level 5

**Delegation band** [Delegations and Authorisations Policy \(see Section 3\)](#)

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

**Date last reviewed** May 2024



# About Charles Sturt University

## Purpose

The Wiradjuri phrase *yindyamarra winhanganha* means the wisdom of respectfully knowing how to live well in a world worth living in. This phrase represents who we are at Charles Sturt University – our ethos. It comes from traditional Indigenous Australian knowledge, but it also speaks to the vision of the university – to develop and spread wisdom to make the world a better place.

## Vision

Charles Sturt University is set to undergo a decade of great reform that will see the university characterised by these key elements:

- An uncompromising drive towards excellence in every aspect of its operations
- A far-reaching strategic re-positioning of teaching, learning, research, and innovation
- A cementing of our position as Australia’s pre-eminent rural and regional university

The overarching aim is to consolidate our institution so that it is demonstrably more resilient and sustainable by the end of the decade.

## Goals

To deliver on our purpose and vision, the university has three key goals:

1. Maintain the university’s position in the top five Australian universities for graduate outcomes based on employment and salary
2. Embed a culture of excellence across all aspects of the university’s operations
3. Exponential growth in research, development, and innovation income in our chosen areas, delivering high impact outcomes for regional Australia

## Our values

Charles Sturt has a proud history and is fortunate to have an outstanding group of diverse, passionate, and engaged people working with us. Our values of insightful, inclusive, impactful, and inspiring guide our behaviours and ways of working to help us achieve our ethos of creating a world worth living in.

## Performance measures

In addition to the principal responsibilities all staff are required to contribute to the success of the university strategy including meeting university’s eight key performance indicators:

<b>Our Students</b>	<ul style="list-style-type: none"> <li>• Commencing progress rate</li> <li>• Student experience</li> </ul>
<b>Our Research</b>	<ul style="list-style-type: none"> <li>• Research income</li> <li>• Research quality and impact</li> </ul>
<b>Our People</b>	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• All injury frequency rate</li> </ul>
<b>Our Social Responsibility</b>	<ul style="list-style-type: none"> <li>• Underlying operating result</li> <li>• Community and partner sentiment</li> </ul>



## Division of Customer Experience

### Executive Office

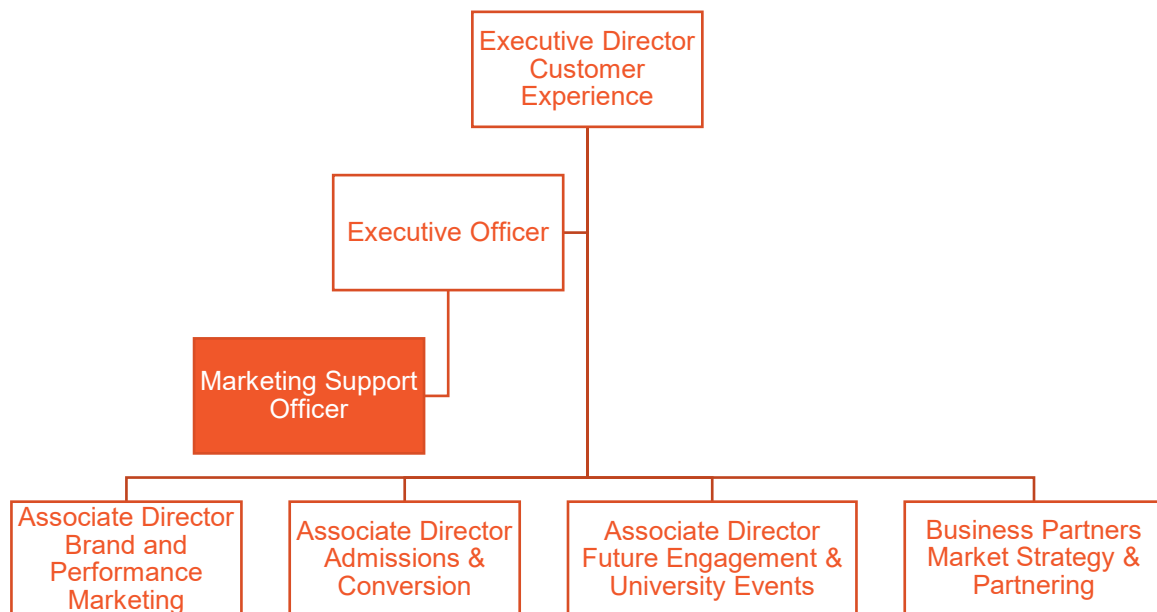
The Division of Customer Experience sits within the Chief Operating Officer's portfolio within Charles Sturt University (CSU). Key to the Division is placing customers at the centre of everything we do, and we play a critical role in attracting, connecting and transitioning customers to the Charles Sturt brand.

The Division brings together the marketing, brand and attraction strategies from across the University and includes a strong focus on unifying marketing, student recruitment and student admissions vision, objectives and approaches.

The Division works closely with the Division of Student Experience and ensures that the end-to-end journey from customer to student is seamless, impactful and leaves a lasting positive impression.

The Division also supports the customer journey by establishing and connecting Research partners, business development partners and other key stakeholders with the Charles Sturt brand.

### Organisational chart





## Reporting relationship

**This position reports to:** Executive Officer, Division of Customer Experience

**This position supervises:** n/a

## Key working relationships

- Division of Customer Experience Leadership Team
- Marketing Strategy and Partnering Team
- Brand and Performance Marketing Team
- Future Student Engagement and University Events Team
- Admissions and Conversion Team



## Position overview

The Marketing Support Officer will provide marketing and administration support across the Division of Customer Experience. The role will support our student engagement activities, such as faculty marketing events and Open Days, as well as assist the Content Team to develop marketing content for CSU social media channels. The role is also fundamental in assisting the Executive Officer to support the Executive Director with diary management, travel arrangements, and the day-to-day tasks that keep the Division running smoothly; including financial and invoice processing linked with our student engagement activities and brand advertising campaigns.

## Principal responsibilities

- Support key student recruitment events to drive student load through sourcing suppliers and quotes for events, on the day logistics, and assisting with booking/coordinating academic and student attendance at these events.
- Create social media content for CSU social media channels, under the direction of the content team.
- Assist the Customer Experience team with marketing support including data entry and mail mergers for mail outs and updates to Online Course Brochures (OCB) to ensure the most up to date information is displayed for Faculty courses.
- Assist the Brand and Performance Marketing team by processing creative project requests, and ensuring administration is up to date through our project management software (Asana) as required.
- Prepare purchase orders, reconcile invoices, and maintain tracking spreadsheet for procurement expenses.
- Provide back-up for the Executive Officer in supporting the Executive Director with scheduling meetings, travel bookings, reconciling travel expenses and processing approval paperwork.
- Complete administrative tasks such as maintaining Divisional information (organisation charts, distribution lists, asset register and relevant web pages).
- Organise room bookings and catering for meetings, as well as preparation of agendas and minutes.
- Prepare correspondence, standard reports, presentations and data as required.
- Contribute to the creation of an environment of continuous improvement through the identification of process/procedure improvements and identifying ways of exceeding internal and external customer expectations.
- Other duties appropriate to the classification as required.



## Role-specific capabilities

This section comprises capabilities from the Charles Sturt [Capability Framework](#) identified as essential or critical for success in this role.

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### Innovative

With creativity at our core, be open to new ideas and seek to find better ways.

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### Influence

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

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### Plan and organise

Set objectives, plan, establish contingencies, manage time, resources and people, monitor progress.

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### Follow instructions and procedures

Follow procedures and instructions, time keep, show commitment, keep to safety and legal guidelines.

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## Physical capabilities

The incumbent may be required to perform the following.

- Work in other environments beyond your base campus, such as other campuses.
- Drive a vehicle distances up to 500km per day within the terms of the university's [Driver Safety Guidelines](#).



## Selection criteria

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

### Essential

- A. Completion of a marketing/business or communications degree without subsequent relevant work experience as a graduate upon appointment; or completion of an associate diploma with a range of experience including at least 2 years subsequent relevant work experience; or completion of a certificate or a post-trades certificate and extensive subsequent relevant experience; or an equivalent level of knowledge gained through any other combination of education, training and/or experience.
- B. Basic social media content creation skills, including a professional level of English and basic social media production skills (i.e. the ability to capture photographs and videos suitable for social media channels such as TikTok and Instagram).
- C. Proven excellent interpersonal and written communication skills and strong customer service focus with a proven capability to deliver high quality service to internal and external stakeholders.
- D. Excellent time management and organisational skills, including proven ability to be responsive and highly adaptable to changing work demands and a demonstrated capacity to take personal responsibility for the completion of tasks to meet deadlines with minimal supervision.
- E. Event management experience would be highly regarded but is not essential.
- F. Class C Drivers Licence or equivalent.



● Brisbane

## New South Wales

● Dubbo

● Port Macquarie

● Orange

● Bathurst

Goulburn  
NSW Police Academy ●

● Sydney

● Wagga Wagga

● Canberra

● Albury-Wodonga

● Wangaratta  
Regional Study Centre

## Victoria

● Melbourne

● - Capital city   ● - Campus location

