



Position Description

Marketing and Digital Content Coordinator, International

Office of Global Engagement

Classification Level 7

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

Special conditions Nil

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

Date last reviewed August 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 University 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 will be required to contribute to the success of the University Strategy including meeting the eight-key university key performance Indicators:

Our Students	Commencing Progress Rate Student Experience
Our Research	Research Income Research Quality and Impact
Our People	Engagement All Injury Frequency Rate
Our Social Responsibility	Underlying Operating Result Community and Partner Sentiment



Office of Global Engagement

Charles Sturt University is a community minded organisation with strong links to industry, government and other educational organisations. Charles Sturt courses are developed in collaboration with industry representatives to ensure the skills our graduates acquire meet industry needs.

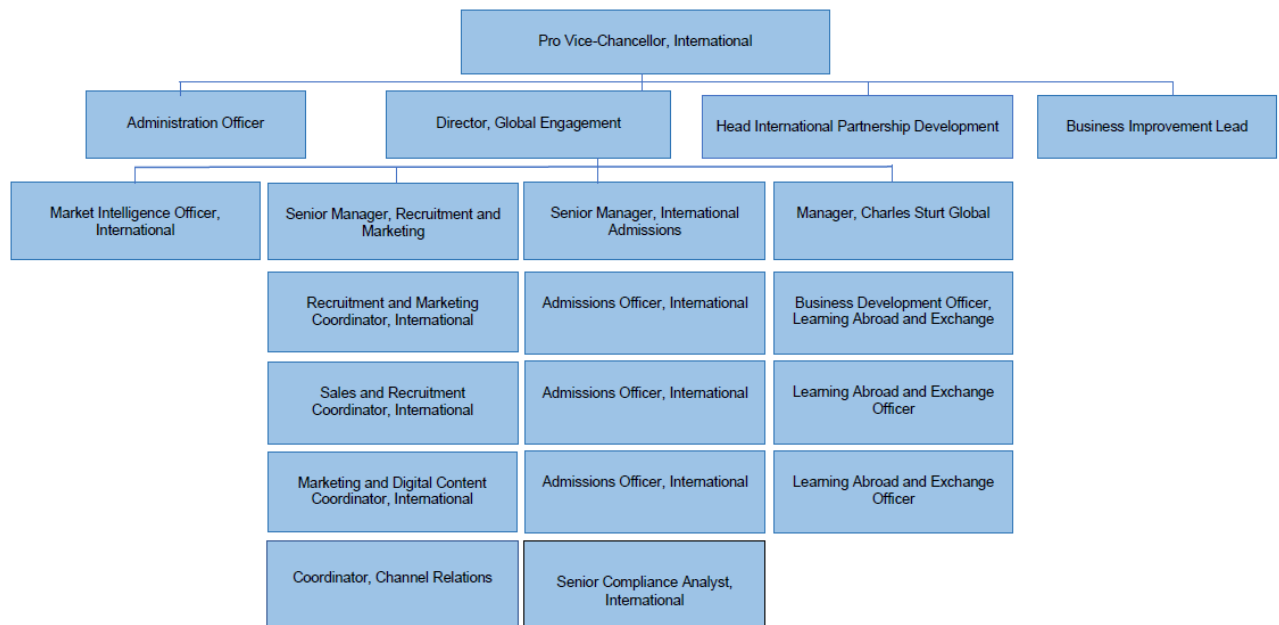
The Office of Global Engagement (OGE) sits under the Office of the Pro Vice-Chancellor, International.

OGE is responsible for all global engagement matters, including:

- International relations, sector leadership and advocacy
- International student recruitment and marketing
- International student admissions
- International partnerships and revenue diversification
- The development of a market leading student support program; and
- Student mobility, including student exchange and short terms programs through the Charles Sturt Global program.

OGE provides expertise and a range of services to support achievement of the University’s international education goals. In meeting this responsibility, the Office collaborates with a global network of stakeholders and works across the Charles Sturt community to develop a strong and integrated approach to business development, quality assurance, risk management, student mobility, marketing, and student recruitment.

Organisational chart





Reporting relationship

This position reports to: Senior Manager, Recruitment and Marketing

This position supervises: N/A

Key working relationships

- Team members within OGE
- Division of Customer Experience
- Charles Sturt stakeholders who deliver services relevant to international partnerships and admissions, recruitment and marketing, including Faculties, Division of Student Experience, Office of Engagement and Enterprise, Division of Finance and Division of People and Culture.
- External stakeholders associated with global engagement, partnerships, education institutions, government and community stakeholders.

Position overview

The Marketing and Digital Content Coordinator, International, produces content and optimises the use of digital media channels and customer engagement and conversion tools, in addition to point of sale collateral to support international student recruitment and reputation building. Collaborating closely with teams from across the Office of Global Engagement and international partners, the role will expand Charles Sturt's presence internationally by producing content for a range of digital, campaign and social media platforms (including a number of international platforms not native to Australia).

The role will directly support the growth of enrolments and revenue from international activities in defined target markets and work closely with internal stakeholders in the Division of Customer Experience and external stakeholders and partners.

Principal responsibilities

- Plan, curate and produce creative and engaging content for social media, digital channels, campaigns, websites and point of sale collateral.
- Develop and implement tactical marketing and content plans, involving:
 - Defining business goals and devising original, creative approaches to achieving these goals
 - Providing advice on content tone, the integration and timing of complementary content threads appropriate for international target audiences
 - Evaluating, measuring and reporting on return on investment
 - Applying search engine optimisation (SEO) best practice across relevant content on digital channels
 - Eliciting and managing audience interactions
- Coordinate point of sale, digital, social media, campaign, website and content marketing projects, working within University policy guidelines and with stakeholders from across the University.
- Develop and execute creative content within allocated budgets appropriate for recruitment activities, supporting market-specific virtual and physical events.



- Support international partners' marketing content and serve as the primary liaison point for content review, feedback and approval.
- Ensure full compliance of international marketing content and maintain a register for compliance requirements.
- Develop and implement automation strategy to support campaign journeys which directly drive customer conversion.
- Keep abreast of trends in international marketing and customer experience and evaluate existing service provision to support innovative solutions, which consistently optimise service quality, efficiency and return on investment.
- Provide excellent customer service involving problem-solving, interpersonal and negotiation skills.
- 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.

Focus on service	Strive to meet needs and exceed expectations of our students, communities and colleagues (performance focus, quality outcomes, student welfare, equity and conduct).
Plan and organise	Set objectives, plan, establish contingencies, manage time, resources and people, monitor progress.
Follow instructions and procedures	Follow procedures and instructions, time keep, show commitment, keep to safety and legal guidelines.
Cope with pressure and setbacks	Cope with pressure, keep emotions under control, balance work and personal life, stay optimistic, handle criticism.
Achieve personal work goals and objectives	Accept and tackle demanding goals, work hard, make the most of development opportunities, seek progression.

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 university 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. A degree with at least four (4) years subsequent relevant experience to consolidate and extend the theories and principles learned; or extensive experience and/or specialist expertise; or an equivalent level of knowledge gained through any other combination of education, training and/or experience.
- B. Extensive marketing, digital media and customer engagement and conversion capabilities, and the ability to develop, implement, monitor and analyse outcomes for defined target markets.
- C. Experience in creating and delivering marketing content suitable for both digital and traditional marketing channels, including examples with design software used.
- D. Proven ability and experience in working with digital toolsets, including Customer Relationship Management (CRM), Content Management Systems (CMS), social media monitoring and engagement platforms and Adobe Analytics or similar.
- E. Experience in managing competing demands in a fast-paced and highly complex environment.

