



Position Description

Senior Content Officer

Brand and Performance Marketing

Division of Strategy, Marketing and Analysis

Classification	Level 7
Delegation band	Delegations and Authorisations Policy (see Section 3)
Workplace agreement	Charles Sturt University Enterprise Agreement
Date last reviewed	March 2022



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 senior leaders 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	All Injury Frequency Rate Engagement
Our Social Responsibility	Underlying Operating Result Community and Partner Sentiment



Division of Strategy, Marketing and Analysis

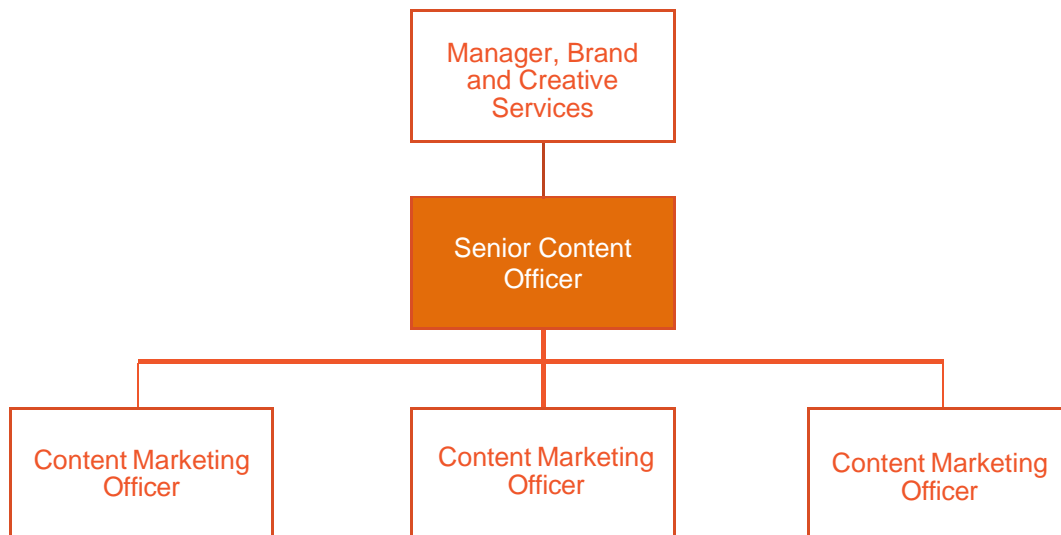
The Division of Strategy, Marketing and Analysis is responsible for leading the University's strategic planning, information and intelligence and project services to support the University in achieving its strategic objectives. Our products and services are used within the University to plan for the future, improve practice and processes, undertake significant change and evaluate performance and decisions. <https://about.csu.edu.au/our-university/universitystrategy-2030>

Brand and Performance Marketing

Brand and Performance Marketing governs, manages, and strategically applies the university brand across the organisation to ensure quality and consistency of customer experience, with the goal of increasing our brand equity to become a first-choice university. Brand and Performance Marketing also oversees key marketing operations, paid advertising and a range of owned marketing channel strategies and tactics for outstanding customer experience and to meet customer acquisition goals.



Organisational chart



Reporting relationship

This position reports to: Manager, Brand and Creative Services

This position supervises: 3 x Content Marketing Officer

Key working relationships

- Senior Creative Officer
- Manager, Digital and Performance Marketing
- Faculty Business Partners and Marketing Officers
- Manager, Web Office
- Managers and staff across Sales, Student Recruitment, Events, Admissions, Conversion, Current Students, Research, Engagement, International Marketing, Compliance and Strategy



Position overview

The Senior Content Officer plays a leading and advisory role across a range of projects supporting student recruitment, brand awareness, stakeholder engagement and reputation management. You will work with managers and officers to develop briefs and workflows to execute on university and divisional strategies and goals, whilst upholding brand, communications and compliance policies and standards. You will lead a team of content marketing officers and work collaboratively with creatives and stakeholders to create high quality content for multiple channels, including print, web and digital, all tailored to meet the information needs of specific audiences – from government and industry to undergraduate and postgraduate prospective students.

Principal responsibilities

- Lead and coordinate a content team to produce communications and materials across the university, ensuring content aligns with the university's strategic objectives, brand positioning and business goals.
- Liaise with managers and stakeholders and manage multiple projects simultaneously across the university, ensuring sound project plans are developed, resourcing capacity is managed effectively, best practice is maintained, and project timelines and goals are met.
- As the university brand's tone of voice specialist, you will consult, advise and influence across the university for consistency and accuracy, and lead the development and distribution of, and adherence to standards, guidelines, checklists and support documents.
- Edit and/or proofread content in accordance with brand guidelines, university style guidelines and channel best practice, ensuring that published information is accurate and compliant to relevant acts, standards and policies.
- Lead the development of content, marketing and associated strategies across owned and paid brand channels, including the management of SEO, the prospective student web environment, key university strategic documents and advertising and marketing campaign content.
- Keep abreast of industry and sector trends, sharing knowledge and creating innovative solutions and practices to increase the university's content capabilities and compete for customer and stakeholder engagement and action.
- 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.

Innovative	With creativity at our core, be open to new ideas and seek to find better ways.
Live our values	Uphold the Charles Sturt University values daily in our own behaviours and interactions with others.
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.
Analyse	Analyse information, probe for clarity, produce solutions, make judgements, think systemically.
Plan and organise	Set objectives, plan, establish contingencies, manage time, resources and people, monitor progress.

Physical capabilities

The incumbent may be required to perform the following.

- Work in other environments beyond their nominate campus, 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 relevant degree, preferably in communications, journalism, professional writing, marketing or public relations, normally with four or more years' subsequent relevant experience in a marketing environment; or extensive experience and management and/or specialist expertise; or an equivalent level of knowledge gained through any other combination of relevant education, training and/or experience.
- B. Demonstrated management skills and excellent communication skills, including high level planning, organisational, interpersonal, influencing and stakeholder liaison skills, with the ability to lead a team for technical expertise, positive culture, motivation, high productivity and development.
- C. Experience in managing content and/or creative projects from conception through to delivery, including demonstrated understanding of production processes and significant experience in building relationships across an organisation and with providers of design, digital development and printing services, etc.
- D. Extensive content creation and editing experience, successfully targeting a range of audiences across publications and channels, with the demonstrated ability to lead and execute high quality content/communication plans, as well as demonstrated application of reporting metrics to inform decision-making and strategies.
- E. Demonstrated outstanding information management skills, using a content management system (e.g. Squiz) with respect to detailed, content-rich material, SEO, workflows and approvals, and an understanding of user experience, journey mapping and IA.

Desirable

- F. Experience working in the higher education sector.

