



Charles Sturt
University

Position Description



Student Communications Officer

Chief Operating Officer

Public Relations and Communications

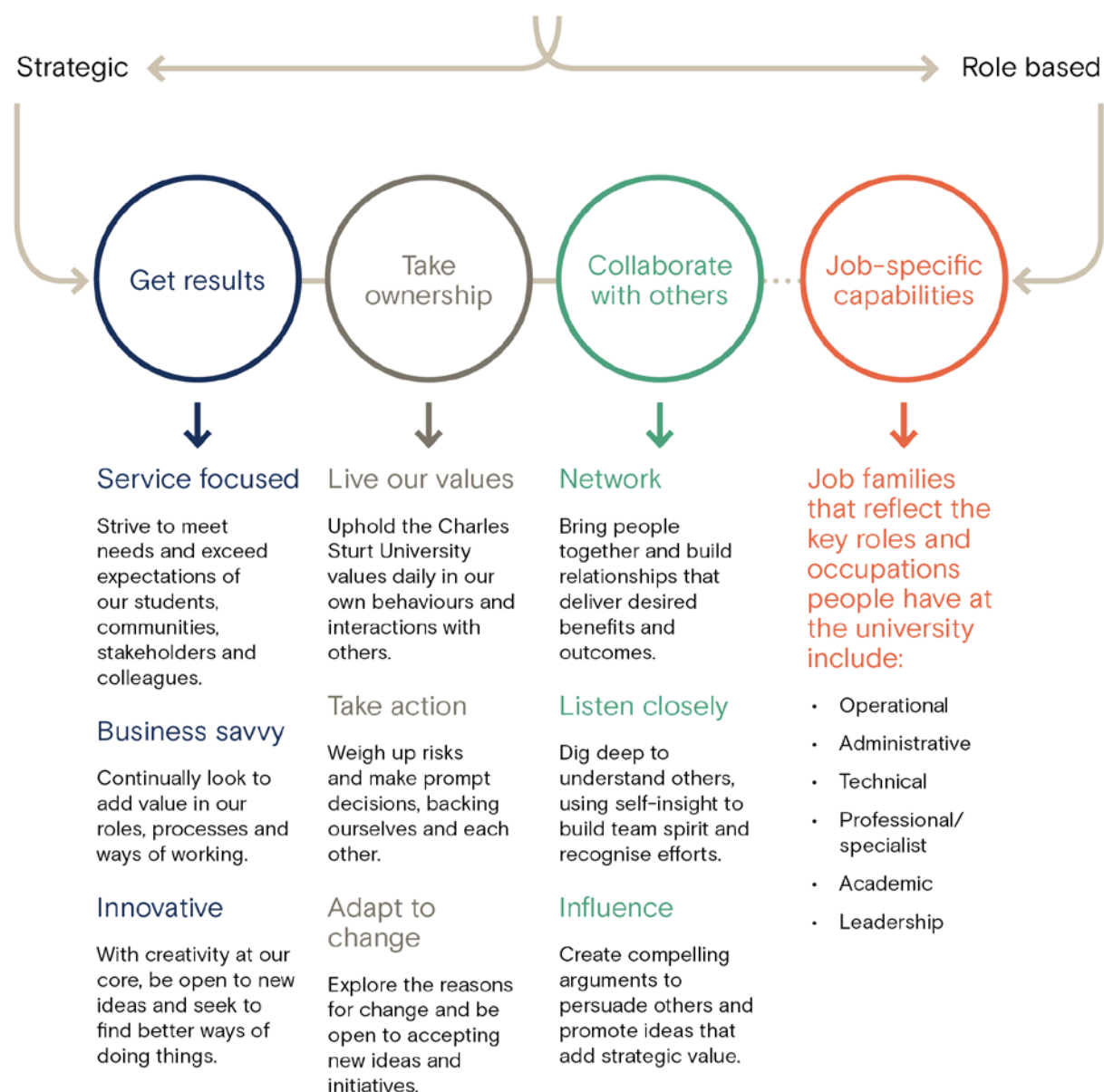
Classification	Level 6
Delegation Band	Delegations and Authorisations Policy (see Section 3)
Hours per Week	35
Special Conditions	Flexibility to work additional hours as required This position is funded by Student Services Amenities Fees (SSAF) funds
Nature of Employment	Fixed Term
Workplace Agreement	Charles Sturt University Enterprise Agreement
Date Last Reviewed	June 2021



Our University Values

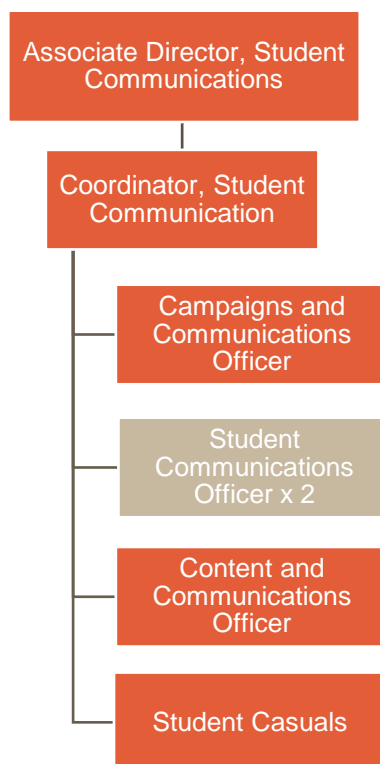


Our Capability Framework





Organisational Chart



Reporting relationship

This position reports to: Coordinator, Student Communications

Key working relationships

- Our students
- Division of Students
- Division of Finance
- Charles Sturt Divisions, Offices and Centres staff
- Charles Sturt Faculty and School staff
- Office of Public Relations and Communications
- Office of the Vice Chancellor
- CSU Global
- CRM Team, Division of Information Technology
- Web Office, Division of Information Technology



Position overview

The Student Communications Officer will assist with the coordination, development, maintenance, support and evaluation of key student communication strategies at Charles Sturt University. The position liaises closely with relevant Divisions and Faculties to ensure communications are consistent with Charles Sturt University'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 Office of Public Relations and Communications 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.

Principal responsibilities

Work collaboratively with Faculties and University staff to:

- Support the development, implementation, maintenance and evaluation of student communication campaigns at Charles Sturt, including ensuring achievement of quality and desired outcomes, with a focus on personalisation, segmentation and automation. You will also meet organisational requirements and compliance, enhance Charles Sturt's reputation and place it in a competitive position as an industry leader in student engagement.
- Collaborate with stakeholders to ensure a consistent and coordinated approach to communicating with students and the wider Charles Sturt community.
- Work with students across all cohorts to develop exciting, relevant content that drives student engagement with the University and assists in building meaningful connections between students.
- Work collaboratively with staff in the Office of Public Relations and stakeholders in other areas of the University, including the Division of Students, Division of Student Success and the Web Office, to ensure ongoing coordination and quality control of student-facing communications.
- Liaise and work collaboratively with key stakeholders (internal and external) to support the Office of Public Relations portfolio and organisational strategies.
- Work collaboratively with stakeholders to ensure a consistent approach to communication for students.
- Support the Student Communications team in the creation, scheduling and reporting of content and campaigns across all channels (email, social, digital and web).
- Other duties appropriate to the classification as required.



Role specific capabilities

Service Focused	Strive to meet needs and exceed expectations of our students, communities and colleagues (performance focus, quality outcomes, Student welfare, equity & conduct)
Innovative	With creativity at our core, be open to new ideas and seek to find better ways
Network	Bring people together and build relationships that deliver desired benefits and outcomes
Write and Report	Writing clearly, succinctly and correctly, convincing through writing, avoiding jargon, structuring information
Follow Instructions and Procedures	Following procedures and instructions, time keeping, showing commitment, keeping to safety and legal guidelines
Achieve Personal Work Goals and Objectives	Accepting and tackling demanding goals, working hard, making the most of development opportunities, seeks progression

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](#).
- Perform in an accurate and timely manner push/pull, reaching, grasping, fine manipulation tasks, including lifting items up to 10kg.



Selection criteria

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

Essential

- A. A relevant degree with at least 2 years of relevant graduate experience; or a range of communication coordination experience; or an equivalent level of knowledge gained through any other combination of education, training and/or experience.
- B. Highly proficient in successfully planning, implementing and analysing communications campaigns within established brand guidelines.
- C. Demonstrated experience using CRM and/or marketing automation platforms to automate and execute communications campaigns.
- D. Demonstrated experience using social media to build meaningful connections, including experience in moderation, measuring success and implementing recommendations to improve performance.
- E. Demonstrated ability to manage competing priorities to complete tasks on time.
- F. High level communication and negotiation skills, and demonstrated ability to initiate, develop and maintain effective relationships with clients, including students and faculties.

Desirable

- G. Experience creating brand graphics, editing web content using a Content Management System and using programming language, including HTML and CSS
- H. Experience working in education/higher education environment, or knowledge of the issues associated with student transition and success.

