



Position Description

Social Media Content Producer

Office of Public Relations and Communication

Office of Engagement and Enterprise

Classification Level 4

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

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 are required to contribute to the success of the university strategy including meeting university’s eight key performance indicators:

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

Office of Engagement and Enterprise

Office of Public Relations and Communication

The Office of the Executive Director, Engagement and Enterprise reports directly to the Vice-Chancellor and leads the following activities:

- Charles Sturt Engagement Strategy 2030.
- Charles Sturt University Business Development and Enterprise.
- Development and initiation of strategic partnerships.
- Strategic external engagement activities across the University's footprint, including Charles Sturt
- Regional Engagement and Local, State and Commonwealth government relations.
- Public relations, media and communications
- Advancement and philanthropic activities

The Office provides strategic leadership, expertise, and a range of services to support whole-of-University goals associated with its commercial and strategic intent. In achieving these goals, the Office collaborates with a broad network of external stakeholders. In addition, the Office works with all areas of the Charles Sturt community to build university capability and develop a strong and integrated approach to business development, community engagement, internal and external communications, government relations and advancement.

Organisational chart



Reporting relationship

This position reports to: Social Media Strategist

This position supervises: NA



Key working relationships

- Social Media Strategist
- Division of Customer Experience
- Division of Student Experience
- University spokespeople

Position overview

The Social Media Content Producer assists with Charles Sturt's social media capability in support of the University's and Charles Sturt Media strategies. This includes assistance with the development of Charles Sturt central channels social media content; scheduling and delivery of social media content and providing support to the Social Media Strategist. They will also assist in moderating the University's social media channels.

This role will be expected to work closely with other team members as well as representatives from the broader Office, academic and professional staff, and current students.

Principal responsibilities

- Support the Social Media Strategist in the operations of central social media channels and platforms, including Facebook, X, LinkedIn, Instagram, Threads, TikTok, YouTube and Snapchat.
- Design creative social media content such as engaging copy, graphics, photos and short form videos in line with social media trends and best practices.
- Pitch and create content-led solutions for various university stakeholders including students, recruitment, and research with an audience-centric approach
- Assist in identifying and creating content from across Charles Sturt which can be shared across central channels.
- Provide support to the Social Media Strategist with maintenance of databases and support in creating campaign reports and presentations within an appropriate timeframe.
- 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.
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Network	Bring people together and build relationships that deliver desired benefits and outcomes.
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Apply expertise and technology	Apply, develop and share specialist and detailed technical expertise, understanding other organisational disciplines.
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Present and communicate information	Speak clearly and fluently, express opinions, make presentations, respond to an audience, show credibility.
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Write and report	Write clearly, succinctly and correctly, convince through writing, avoid jargon, structure information.
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Cope with pressure and setbacks	Cope with pressure, keep emotions under control, balance work and personal life, stay optimistic, handle criticism.
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Achieve personal work goals and objectives	Accept and tackle demanding goals, work hard, make the most of development opportunities, seek progression.
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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 500 kilometres 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 10 kilograms.



Selection criteria

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

Essential

- A. Completion of an associate diploma level qualification with relevant work-related experience or 2 years + relevant work experience; or Year 12 and at least 4 years' relevant work experience, often combined with some formal training, leading to a detailed knowledge of specific content creation skills; or an equivalent level of knowledge gained through any other combination of education, training and/or experience.
- B. Please provide links to examples of social media graphics, TikToks and Reels you've produced and are proud of.
- C. Demonstrated experience in producing entertaining and creative digital content via creative production programs (e.g. Canva, CapCut, Adobe Photoshop and Creative Suite), graphic design and photography and videography.
- D. Ability to work under pressure and balance and meet multiple deadlines.

Desirable

- E. Demonstrated experience in building good working relationships across a broad range of stakeholders who operate under a variety of perspectives.
- F. Demonstrated experience working with social media scheduling tools and management software.

