

Details

Area	Partnerhsips Portfolio
Team	Marketing / Faculty Marketing
Location	Flexible, all campuses
Classification	HEW level 6
Manager Title	Partner, Faculty Research Marketing

Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

Deakin aspires to be Australia's most progressive university, with the principles of diversity, equity and inclusion underpinning our approach to education, research, employability, digital delivery, innovation, and partnerships for impact. Our vision is for an inclusive environment where we value and celebrate diversity, embrace difference and nurture a connected, safe and respectful community. We want Deakin to be a place where all staff and students feel included and respected for their unique perspectives and talents.

[Strategic Plans – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

Overview

The Senior Officer, Digital Content is a generalist role responsible for producing content suitable for multiple platforms and channels, as well as contributing to the effective management of faculty research social media accounts, with an aim to increase engagement through strategic and channel-specific activities. The Senior Officer, Digital Content will contribute to content production for the faculty and research sections of Deakin's public website, as well as creating digital creative assets to be used throughout campaigns.

Reporting to the Partner, Faculty Research Marketing this role will:

- Create and schedule engaging social media content that aligns with Deakin's research themes and strategic priorities.
- Assist in managing the day-to-day operations of the faculty research social media accounts. Assist in development and execution of content strategies to support engagement and audience growth.
- Partner with stakeholders across the Marketing Division and University to support research themes and strategic objectives, ensuring alignment with content produced for Deakin's flagship social media channels.
- Assist in producing and editing content for the faculty and research sections of Deakin's public website. Create and manage digital assets, ensuring high-quality standards and consistency with Deakin's branding.
- Work with stakeholders to gather content needs and feedback. Support adaptations to content approaches as directed.
- Support the Identification of improvements to content processes and practices based on stakeholder inputs and feedback.
- Contribute to content-related projects by handling specific tasks and ensuring that content is delivered on time and meets quality standards.
- Assist in monitoring content initiatives and provide feedback to improve content approaches
- Uphold high ethical standards in content creation and stakeholder interactions. Ensure decisions and actions reflect Deakin University's values and strategic direction.
- Create static digital assets (e.g., social media images, banners) using pre-designed templates and tools like Adobe Suite. No requirement for advanced design skills or animated graphics.

Accountabilities

- Prioritise work and critical activities, evaluate progress, recognise barriers to achieving outcomes and find effective ways to deal with them.
- Proactively identify opportunities for improvement and take action actively seek feedback from colleagues and stakeholders on things that are working well and areas for improvement.
- Act as a coach, work with team members to facilitate growth and development and proactively offer support, help and advice to others within and across teams.
- Build rapport with people outside of immediate team in ways that are respectful and inclusive of others and demonstrate an understanding of how all the different areas of the University interrelate and how own area fits in
- Modify behaviour based on self-awareness and feedback to improve personal impact. Focus on personal emotional wellbeing. Adapt well to change and displays a positive outlook in stressful situations.
- Actively seek information to better understand the customer's perspective, follow through and deliver on promises, respond to feedback with openness and transparency and seek to identify ways to better service the customer.
- Build productive relationships with a diverse range of potential students or stakeholders and communicate with confidence using examples to increase understanding and support.

Selection

- A Degree with subsequent relevant experience; or
- Extensive experience and specialist knowledge or broad knowledge in technical or administrative fields; or
- An equivalent combination of relevant experience and/or education/training (in areas including marketing, writing, social media, design, or communications).
- Experience in writing, editing, and reviewing copy for marketing and communications initiatives, including creative assets for campaigns, digital and print collateral, social media posts, and websites/webpages.
- Basic experience in graphic design, including creating digital assets using the Adobe Suite, mostly utilising templates and working within clear brand guidelines.
- Experience managing professional social media accounts on platforms such as LinkedIn and Meta, ensuring adherence to best practices and effective application of channel-specific creative and messaging.
- Experience running paid social media campaigns using tools such as Meta Ads Manager, including setting up, optimizing, and analyzing ad performance.
- Some experience in community management as part of managing professional social media accounts, including engaging with audiences and handling inquiries and feedback effectively.
- Excellent written and verbal communication skills, with a background in advertising, marketing, or communications.
- Knowledge of best practices for engaging with online communities, handling inquiries, and managing user-generated content.

Capabilities

- **Growth Mindset** open to learning and new experiences, invests in development.
- **Communicates** engages others through persuasive and influential communication.
- **Collaborates** cultivates collaboration across Deakin, strives for shared outcomes, builds partnerships.
- **Engages Other** establishes effective relationships to achieve shared goals.
- **Plans work** plans the delivery of work while balancing priorities and resources.
- **Improves Work** proactively improves the efficiency and quality of processes and systems.

Special Requirements

This position requires the incumbent to hold a current Working with Children Check

Note The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.