



Position Description

Manager, Creative Brand Services

Brand and Performance Marketing

Division of Customer Experience

Classification Level 8

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

Special conditions NIL

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

Date last reviewed June 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 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

Division of Customer Experience

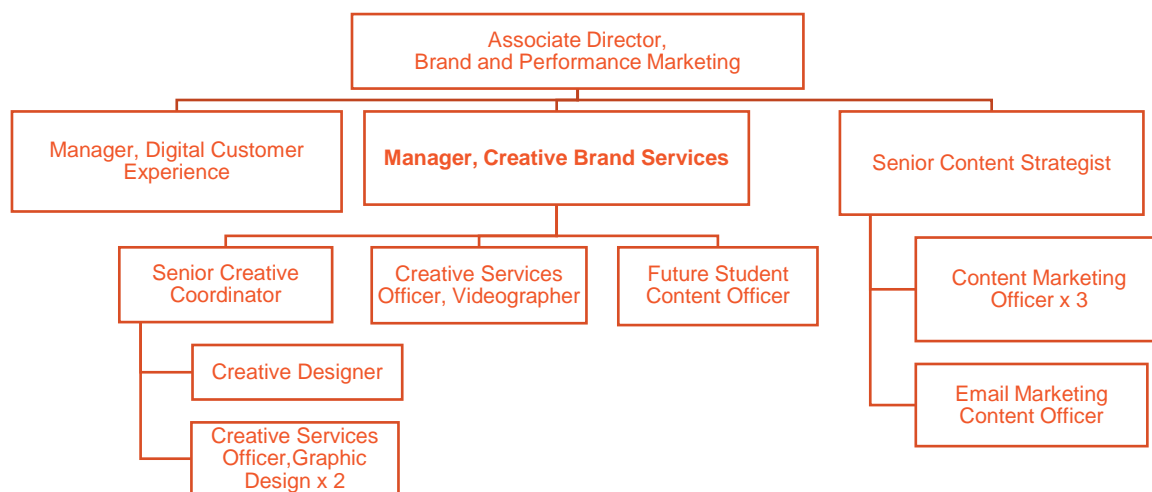
Brand and Performance Marketing

The Division develops and delivers Charles Sturt’s marketing, student recruitment, events and admissions activities, and oversees the customer journey from awareness to enrolment.

The Customer Experience teams work closely with the Division of Student Experience to ensure the end-to-end journey from customer to student is seamless, impactful and leaves a lasting positive impression.

The Division also supports the customer journey by establishing and connecting Research partners, business development partners and other key stakeholders with the Charles Sturt brand. The Division is key to placing customers at the centre of everything we do.

Organisational chart



Reporting relationship

This position reports to: Associate Director, Brand and Performance Marketing

This position supervises: Senior Creative Coordinator
Creative Services Officer, Videographer
Future Student Content Officer



Key working relationships

- Faculty Business Partners
- Admission and Conversion team
- Future Student Engagement and University Events
- Advancement Office
- Current Student and Internal Communication
- Division of Student Experience
- Web Office
- External Agencies

Position overview

The Manager, Creative Brand Services is responsible for setting the creative direction of the Charles Sturt University brand by delivering innovative, cutting-edge campaigns, and branded collateral that resonates with the university's target audiences and promotes the universities strategic direction.

As a key contributor to the brand strategy the manager will lead the implementation of brand and associated strategies across the creative services team, ensuring strategic priorities are met. This role is responsible for managing the university brand and supporting guidelines across the organisation.

The Manager, Creative Brand Services plays a pivotal role in developing and maintaining brand and associated policies for the university. The role is also the key point of contact for the Division's creative services. This role is responsible for coordinating the efforts of teams of professionals through prioritisation and management of workload and staff while managing key relationships with both internal and external stakeholders.

Principal responsibilities

- Provide expert advice to Senior Leadership regarding university communication and collateral to ensure it is compliant with the university's brand, as set out in the Charles Sturt University brand guidelines, including assisting in monitoring and maintaining the implementation of the university's visual identity through brand architecture and stakeholder engagement and interaction.
- Identify and analyse global trends to develop creative strategies that are aligned to the university strategy. Implement creative and innovative solutions across all key prospective student touchpoints including the prospective student website, course pages and marketing campaigns while ensuring that compliance obligations are adhered to, and the needs of different target audiences are met.
- Managing the development and maintenance of the brand website, guideline suite, brand policies, logo register, brand approvals, asset management, and overview of brand across external channels, application of brand across signage and other non-marketing-owned collateral.
- Key point of contact for creative services briefs, ensuring stakeholder briefs are relevant to the business and strategy, well understood by the creative and content teams and high stakeholder satisfaction levels are achieved.



- Liaise with stakeholders to establish clear creative briefs and provide creative consultation to stakeholders on the approval, development, and production of branded collateral.
- Lead the implementation creative strategies and manage the delivery of assets for advertising and marketing campaigns across multiple channels. Work with key external agencies and businesses to develop innovative creative strategic approaches aligned to business goals.
- Inspire and manage a team of innovative creatives, ensuring clear understanding of requirements, resourcing and effort required for projects. Lead the team to develop and implement policies, processes and workflows for effective creative service delivery across the university.
- 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.

Be business savvy	Look to add commercial value in our roles, processes and ways of working.
Innovative	With creativity at our core, be open to new ideas and seek to find better ways.
Take action	Weigh up risks and make prompt decisions, backing ourselves and each other (delivery of strategies, projects).
Influence	Create compelling arguments to persuade others and promote ideas that add strategic value.
Lead and supervise	Set directions and standards, delegate, motivate, empower, develop others, recruit talent.
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.



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 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. Extensive management expertise and supporting experience; postgraduate qualifications and extensive relevant experience in marketing, communication, design; or extensive industry experience as an agency professional with demonstrated understanding of contemporary creative practice and experience in a fast-changing and complex professional environment; or an equivalent level of knowledge gained through any other combination of education, training and/or experience.
- B. Extensive understanding and demonstrated experience of the strategic role of brand (voice, identity and reputation) and the required management style to ensure embedment and integration across the organisation.
- C. Demonstrated experience developing strategies to set the creative direction of successful campaigns, branding initiatives, and/or creative projects where innovation, brand and creative cut through were critical.
- D. A thorough understanding of marketing best practice and application of marketing tactics to creative development, including extensive experience in Adobe CC, demonstrated innovation in creativity in digital advertising and marketing, and a thorough understanding of print and digital platforms (e.g. experience in CMS).
- E. Excellent stakeholder management skills and demonstrated ability to lead a team of professionals to build and manage relationships with internal and external stakeholders of a large organisation. Demonstrated management skills and proven ability to manage both people and projects to meet deadlines and produce high quality outputs.
- F. Excellent written and verbal communication skills and demonstrated ability to clearly convey information and ideas in a manner that engages the audience and helps them understand and retain the message.

Desirable

- G. An understanding of marketing objectives within the higher education environment.



Brisbane

New South Wales

Dubbo

Port Macquarie

Orange

Bathurst

Sydney

Goulburn
NSW Police Academy

Wagga Wagga

Canberra

Albury-Wodonga

Wangaratta
Regional Study Centre

Victoria

Melbourne

● - Capital city ● - Campus location

