

Marketing and Digital Content Officer, International

Office of Global Engagement and Partnerships

Classification	Level 7
Delegation Band	Delegations and Authorisations Policy (see Section 3)
Hours per Week	35
Nature of Employment	Continuing
Workplace Agreement	Charles Sturt University Enterprise Agreement
Date Last Reviewed	2 January 2020

Our University Values



Our Core Competencies

Charles Sturt University staff are expected to demonstrate the following competencies:

Set Direction and Deliver Results

- Creating and innovating.
- Delivering results and meeting customer expectations.
- Entrepreneurial and commercial thinking.

Collaborate with Impact

- Relating and networking.
- Working with people.
- Persuading and influencing.

Lead Self and Others

- Adhering to principles and values.
- Deciding and initiating action.
- Adapting and responding to change.

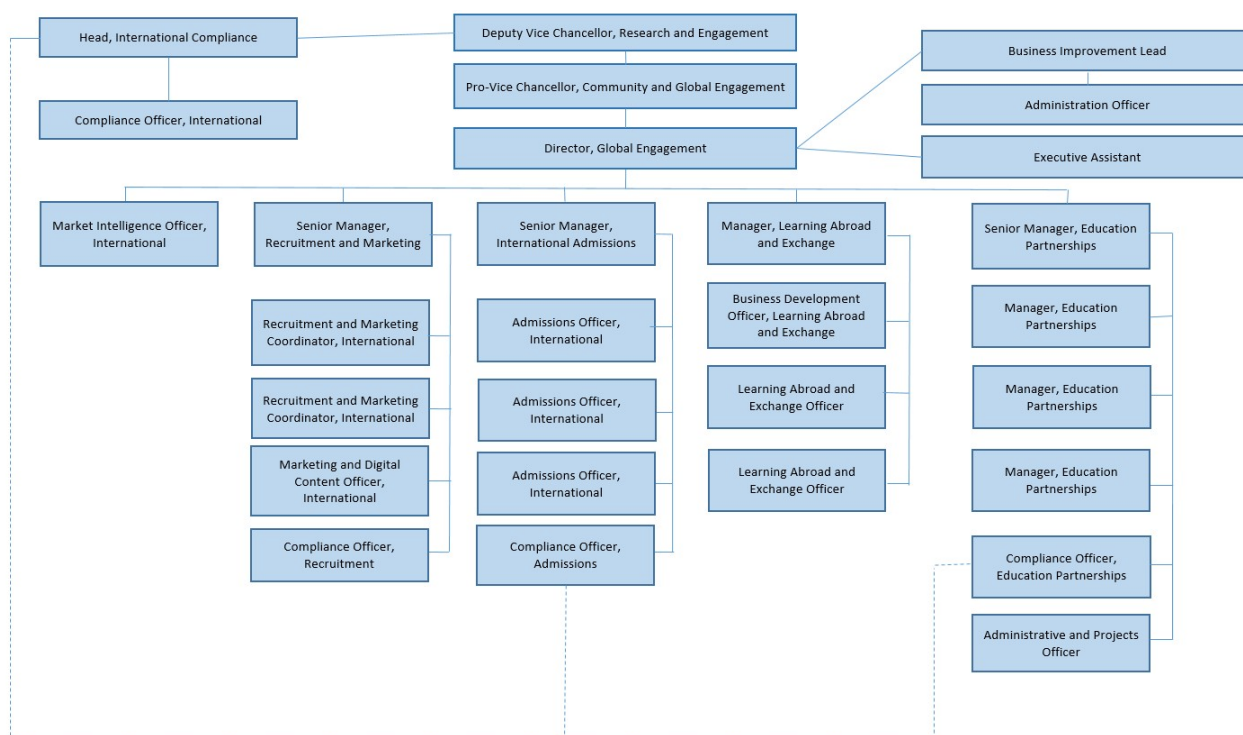
Office of Global Engagement and Partnerships

The Office is responsible for all global engagement matters, including:

- International education and partnerships strategy
- International relations, sector leadership and advocacy
- International student recruitment and marketing activities
- International student admissions
- International education quality assurance and compliance
- International and domestic partnership development and management; and
- Student mobility, including student exchange and short terms programs through the Charles Sturt Global program.

The Office provides expertise and a range of services to support the University in achieving goals associated with international education and partnerships. In meeting this responsibility, the Office collaborates with a global network of stakeholders. In addition, the Office works with all areas of the Charles Sturt community to develop a strong and integrated approach to business development, quality assurance, risk management, student mobility, marketing, and student recruitment.

Organisational Chart



Reporting Relationships

This position reports to: Senior Manager, Recruitment and Marketing

This position supervises: N/A

Key Working Relationships

- External partnership stakeholders, including intermediaries, advertising agencies and social network sites
- Charles Sturt stakeholders who hold responsibility for Charles Sturt international and partnership arrangements and delivery (multiple within Faculties and Schools)
- Charles Sturt stakeholders facilitating outcomes:
 - Division of Finance
 - Division of Student Administration
 - Division of Marketing and Communications
 - Division of Student Services

Position Overview

The Marketing and Digital Content Officer, International, produces content and optimises the use of digital media channels, in addition to point of sale collateral to support international student recruitment and reputation building. Collaborating closely with teams from across the Office, the role will expand Charles Sturt's presence internationally by producing content for a range of digital and social media platforms (including a number of international platforms not native to Australia), in addition to point of sale marketing collateral for the recruitment and marketing team.

Principal Responsibilities

- Plan, curate and produce creative and engaging content for social media, digital channels and point of sale collateral.
- Develop and implement tactical plans, involving:
 - defining business goals and devising original, creative approaches to achieving these goals
 - providing advice on content tone, the integration and timing of complementary content threads appropriate for international target audiences
 - mechanisms for assessing and reporting on success measures
 - eliciting and managing audience interactions
- Coordinate point of sale, digital and social media and content marketing projects, working within University policy guidelines and with stakeholders from across the University
- Develop and execute creative content appropriate for point of sale recruitment activities, including content for trade shows and wholesale partners (education agents)
- Evaluate, measure and report on the performance of content, campaigns and social media strategies.
- Keep abreast of trends in the international market place and evaluate existing service provision to ensure appropriate development and innovation solutions are proposed, which consistently optimise service quality, efficiency and continuity.
- Provide excellent customer service involving problem-solving, interpersonal and negotiation skills.
- Other duties appropriate to the classification as required.

Physical Capabilities

The incumbent may be required to:

- Work in other environments beyond the school such as other campuses as well as possible car and air travel. It will include work with a diverse range of staff, students and community members.
- On occasion drive a university vehicle distances up to 500kms per day within the terms of the University's Driving Hours Guidelines and Policy available at <https://policy.csu.edu.au/document/view-current.php?id=184>.

Selection Criteria

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

Essential

- A. Proven skills, knowledge, qualifications and extensive experience relevant to the role of Marketing and Digital Content Officer, International (maximum 1 page).
- B. Outline your experience with stakeholder communications and engagement. Provide an example of when you achieved a best practice outcome (maximum 3/4 page).
- C. Experience in creating, delivering and evaluating marketing content suitable for both digital and traditional marketing channels. Please include an example including Design Software used, and evaluation methods (maximum 3/4 page).
- D. Experience in managing competing demands in a fast-paced and highly complex environment (maximum 3/4 page).

Information for Prospective Staff

Your Application

E-recruitment is the method by which Charles Sturt manages its recruitment processes and it is preferred that all applications be lodged using this method. Please refer to www.csu.edu.au/jobs/.

If intending applicants are unable to access this website, please contact the HR Service Centre on 02 6338 4884.

Staff Benefits

Charles Sturt is committed to providing an employment environment that fosters teamwork, innovation, reflective practice, continual learning, knowledge sharing and opportunities for staff to achieve their full potential. Charles Sturt is committed to providing a flexible working environment that encourages employees to live a balanced lifestyle, combining work and family responsibilities.

To find out more: <http://www.csu.edu.au/jobs/working-with-us/benefits-and-rewards>.

Essential Information for Staff

- All employees have an obligation to comply with all the University's work health and safety policies, procedures and instructions and not place at risk the health and safety of any other person in the workplace;
- All employees are required to be aware of and demonstrate a commitment to the principles of equal opportunity in the workplace;
- All employees are to ensure the creation and maintenance of full and accurate records of official University business adheres to the University's Records Management Policies; and
- All employees are expected to undertake an induction program at commencement.

Further information regarding the policy and procedures applicable to Work, Health and Safety and Equal Opportunity can be found on the Charles Sturt website <http://www.csu.edu.au/division/hr/>.

Further information regarding the policies and procedures of Charles Sturt can be found in the Charles Sturt Policy Library at <https://www.csu.edu.au/about/policy>.

The following links are listed from the [CSU Policy Library](#) on relevant specific policies:

- [Code of Conduct](#)
- [Staff Generic Responsibilities Policy](#)
- [Delegations and Authorisations Policy](#)
- [Outside Professional Activities Policy](#)
- [Intellectual Property Policy](#)