



Charles Sturt
University

Position Description



Campaign and Communications Officer

Student Communications

Division of Student Services

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	October 2020

Division of Student Services

The Division of Student Services (DSS) aims to provide all Charles Sturt students with an excellent University experience through the provision of quality support and services, from the time a student commences their Orientation through to Graduation. This includes supporting students from all backgrounds, regardless of whether they study online or on-campus, whether they've just finished school or are mature age students.

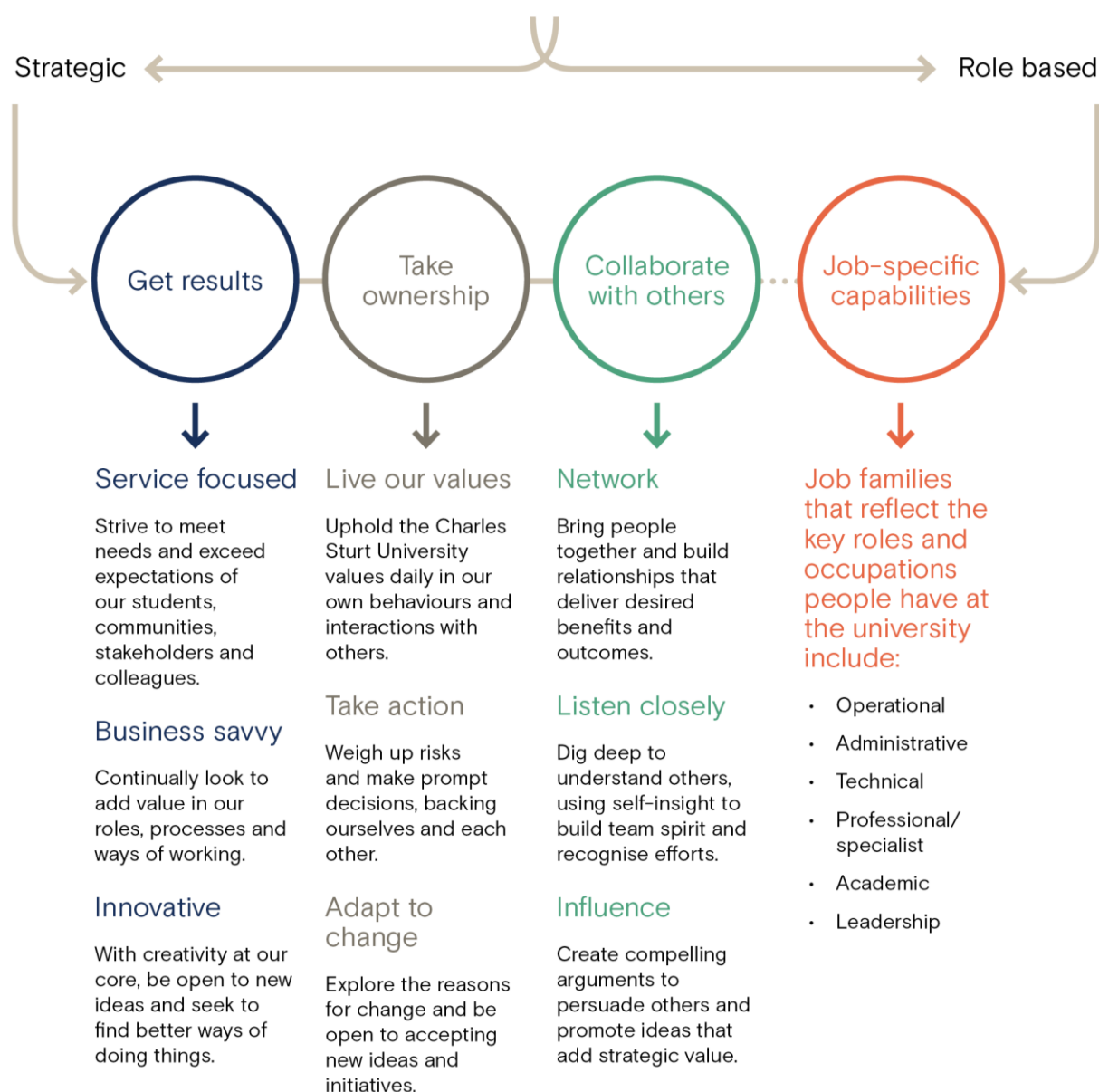
Staff in the Division of Student Services have a strong focus on setting students up for success throughout their University journey and beyond. The Division went through a functional remodel in 2019 to better align services, clustering roles with similar objectives, reducing duplication of services, creating synergies and making support more accessible for students.

Student Communications

The Student Communications unit centralises student inquiries management and outbound communication in one place, to deliver cohesive and timely messaging through a range of different channels. The unit focusses on enhanced student inquiry management, targeted student outreach and proactive communications planning. The unit also has oversight of the content and organisation of the Student Portal.

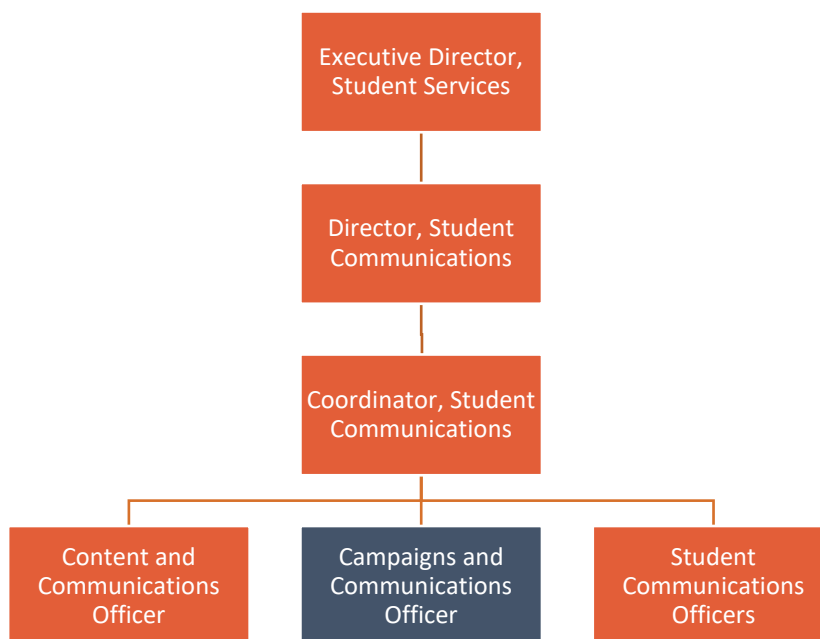


Our University Values





Organisational Chart



Reporting relationship

This position reports to: Coordinator, Student Communications

This position supervises: N/A

Key working relationships

- Our students
- Division of Future Students
- Division of Student Administration
- Division of Finance
- Charles Sturt Divisions, Offices and Centres staff
- Charles Sturt Faculty and School staff
- Media and Social Media teams, Office of the Vice Chancellor
- CSU Global
- CRM Team, Division of Information Technology
- Web Office, Division of Information Technology



Position overview

The Campaigns and Communications Officer will lead the technical build, development and maintenance of core student communications campaigns at Charles Sturt University. The position will work in detail in the Customer Relationship Manager (CRM) to develop multi-stage, personalised and automated communications campaigns that deliver the right information at the right time throughout the student lifecycle. This includes personalised email, SMS, social, digital and web communications.

You will work closely with other staff in the Division of Student Services and other areas of the University to understand requirements and develop solutions to assist in tailoring information to its intended audience. You will assist in the development of personalised web content to provide a cohesive and coordinated student experience across channels. You will follow processes that have been developed and implemented to ensure accurate and timely information is shared with students.

Principal responsibilities

- 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, coordinated and personalised approach to communicating with students and the wider Charles Sturt community.
- Work with stakeholders to understand and map communications in a coordinated way across all cohorts, using complex filters to deliver personalised and targeted messaging throughout the student lifecycle.
- Work collaboratively with staff in the Division of Student Services and stakeholders in other areas of the University, including Division of Marketing Strategy and Brand 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 Division of Student Services portfolio and organisational strategies.
- 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.

Physical capabilities

The incumbent may be required to perform the following.

- Work in other environments beyond the campus location, 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. Demonstrated experience using CRM and marketing automation platforms to successfully plan, implement and analyse complex campaigns within established brand guidelines.
- C. Demonstrated experience using CMS, CRM, segmentation, message optimisation and related analytics to create digital assets, and deliver effective multi-channel direct communications campaigns.
- D. Demonstrated experience implementing and maintaining campaign project management, including in audience segmentation and filtering, building complex campaigns across channels, and working with stakeholders.
- E. High level communication and negotiation skills, and demonstrated ability to initiate, develop and maintain effective relationships with stakeholders, including students, divisions and faculties.

Desirable

- F. Understanding and experience with programming language, including HTML and CSS.

