

### Details

Area	Partnerships 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

As a Senior Officer, Video and Design within Deakin University's Faculty Research Marketing team, you will play a key role in creating engaging digital content to promote the university's research initiatives. Your work will include producing videos, animations, and graphics that highlight Deakin's research projects, outcomes, and initiatives. These digital assets will be used across various platforms, including social media, research websites, and events, to connect with a wide audience, including researchers, partners, donors, and the community.

You will work closely with other Digital Content Producers, Writers, and internal stakeholders to deliver creative content that aligns with the university's research objectives.

Reporting to the Partner, Faculty Research Marketing, you will help ensure Deakin's research themes and priorities are effectively communicated.

- Assist in producing high-quality videos, animations, and graphics to support the promotion of Deakin's research projects.
- Collaborate with internal teams to ensure content aligns with Deakin's strategic research objectives.
- Assist in managing smaller-scale content production projects, ensuring delivery within time and budget constraints.
- Engage with stakeholders to understand their content needs and provide timely responses to feedback.
- Implement creative and inclusive content solutions that meet university standards.
- Support the modernization of content creation practices by supporting improvements identified by the team.
- Prioritize tasks effectively and contribute to achieving the desired project outcomes.
- Uphold university values by demonstrating integrity and commitment to the role.

### 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 and 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, design, writing, social media or communications)
- Demonstrated experience in producing high-quality digital content across video production, animation, and graphic design, with proficiency in industry-standard software such as Adobe Creative Suite, Final Cut Pro, After Effects, and DaVinci Resolve.
- Proven ability to create engaging digital assets for various platforms, including social media, websites, and events, tailored to different audiences and purposes.
- Expertise in the full video production process, including camera operation, lighting, production, editing, sound, visual effects, and colour grading.
- Experience in managing smaller-scale content production projects, ensuring timely delivery within budget and quality constraints, with strong organizational and time management skills.
- Familiarity with content creation in educational or research institutions, particularly promoting academic research projects or working within a faculty marketing team.
- Experience producing animated content and graphics in different styles, with the ability to create engaging content for multiple channels.
- Ability to work in a fast-paced, deadline-driven environment with multiple simultaneous projects.
- Strong written communication skills, preferably with a background in advertising, marketing, or communications.
- Experience collaborating with internal stakeholders and external suppliers, balancing priorities and resources to meet project goals.

### 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.