



Position Description

Marketing and Engagement Coordinator, Future Student Marketing and Engagement

Student Recruitment University Events and Experience

Division of Students

Classification	Level 7
Delegation band	Delegations and Authorisations Policy (see Section 3)
Special conditions	The position is required to undertake extensive travel.
Workplace agreement	Charles Sturt University Enterprise Agreement
Date last reviewed	April 2023



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

The Division of Customer Experience is a newly established Division within Charles Sturt University. The Division is key to placing customers at the centre of everything we do and plays a critical role in attracting, connecting and transitioning customers to the Charles Sturt brand.

The Division brings together all of the marketing, brand and attraction strategies from across the University and includes a strong focus on unifying marketing, student recruitment and student admissions vision, objectives and approaches.

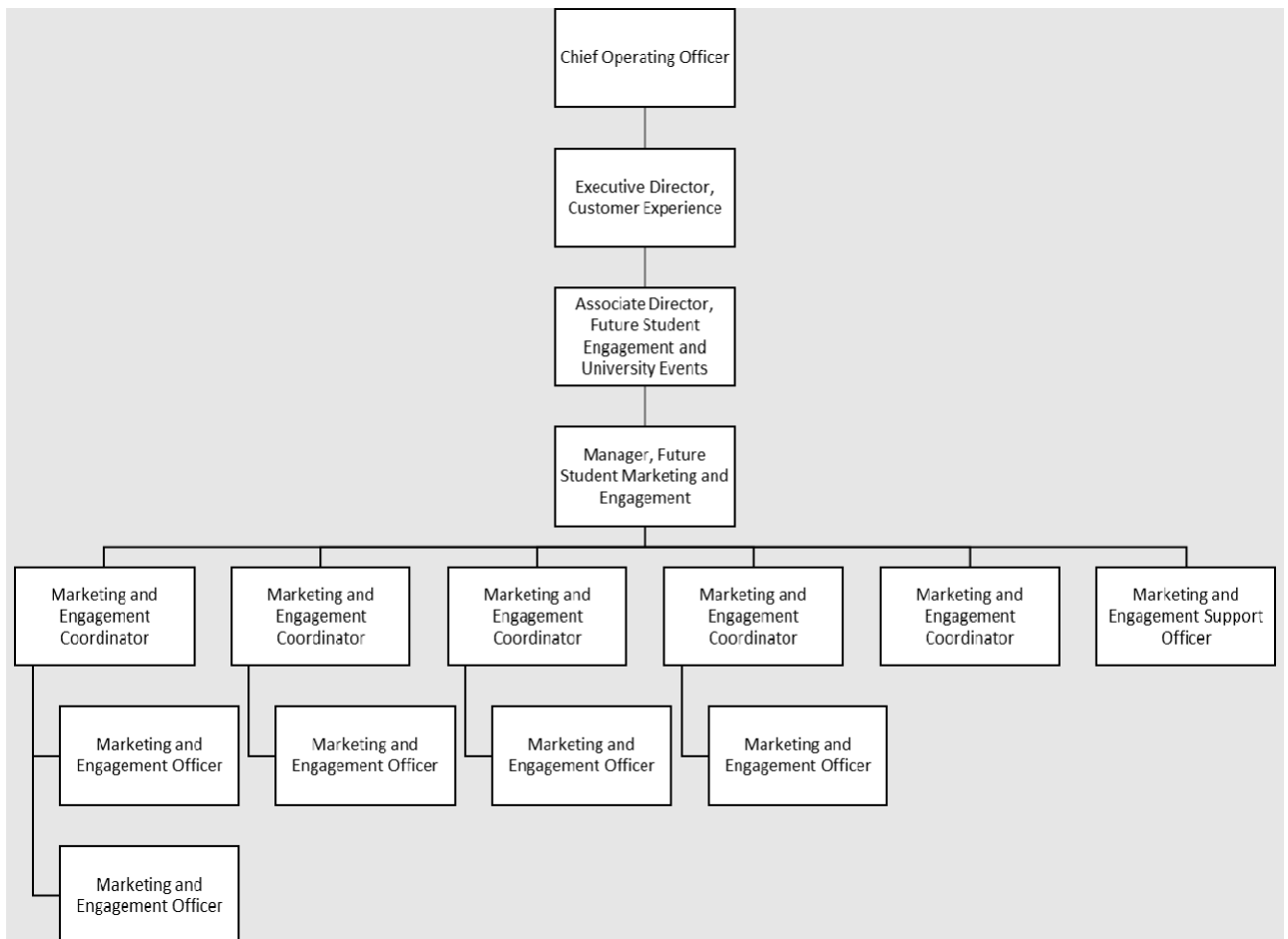
The Division works closely with the Division of Student Experience and ensures that the end-to-end journey from customer to student is seamless, impactful and leaves a lasting positive impression.

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.

Future Student Engagement and Events

The Future Student Engagement and University Events group is a key strategic delivery team for outstanding customer experience at Charles Sturt University. Specifically, the team is responsible for contributing to: marketing and engagement strategies, building a sustainable and strategic pipeline of students as aligned to Charles Sturt University strategies, the acquisition of domestic students through sector-leading engagement, and delivery of key University events and experiences designed to engage and influence key audiences for a positive University reputation. The function also works across the University to contribute to shared goals and KPIs for student acquisition, onboarding and graduation.

Organisational chart





Reporting relationship

This position reports to: Manager, Future Student Marketing and Engagement

This position supervises: Marketing and Engagement Officer

Key working relationships

- Customer Experience units
- Student Experience units
- Marketing Business partners
- Community Relations team
- CRM team
- SX Service Centre team
- External Engagement units
- Faculties and Schools
- Future Students and Influencers
- External Partners
- Other areas as directed



Position overview

The Marketing and Engagement Coordinator, Future Student Marketing and Engagement is responsible for building strong relationships on behalf of the University in order to achieve its strategic student acquisition goals. You will contribute to marketing and engagement strategies and design, implement and iterate the acquisition tactics for a local campus or region. This will encompass relationship building with targeted secondary schools, TAFE/VET colleges, internal stakeholders and community partners, implementing a range of innovative marketing, promotion and engagement initiatives. The position will also be required to coordinate key strategic and tactical projects across the work unit.

Principal responsibilities

Work collaboratively to:

- Develop and nurture influential relationships across target secondary schools, TAFE colleges and other identified organisations.
- Design, implement, monitor and iterate marketing, promotional and engagement programs, including but not limited to events, presentations and education sessions, to support the strategic goals of the University, particularly the acquisition of students in identified target segments.
- Supervise staff, develop training and promotional materials, direct programs of work and undertake project management duties in accordance with University policies, processes and requirements.
- Coordinate the work of Student Ambassadors, coaching to ensure that the University provides appropriate, relevant, high-quality information and services to future students and stakeholders.
- Manage, deliver, monitor and report on a range of promotional initiatives and events to influence and attract students, influencers and stakeholders, including but not limited to events and webinars.
- Meet and exceed individual and team key performance indicators (KPIs) aligned to University strategy.
- Provide ongoing analysis of competitor and sector activity, including future student marketing and promotional strategies.
- Actively contribute to a team environment that fosters and develops effective and influential working relationships.
- Other responsibilities 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.

Focus on service	Strive to meet needs and exceed expectations of our students, communities and colleagues (performance focus, quality outcomes, student welfare, equity and conduct).
Innovative	With creativity at our core, be open to new ideas and seek to find better ways.
Adapt to change	Explore the reasons for change and be willing to accept new ideas and initiatives.
Network	Bring people together and build relationships that deliver desired benefits and outcomes.
Present and communicate information	Speak clearly and fluently, express opinions, make presentations, respond to an audience, show credibility.
Plan and organise	Set objectives, plan, establish contingencies, manage time, resources and people, monitor progress.

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](#).
- Perform in an accurate and timely manner push/pull, reaching, grasping, fine manipulation tasks, including lifting items up to 10kg.
- Frequent manual tasks, including loading and unloading boxes of publications, banners and other promotional materials.



Selection criteria

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

Essential

- A. A degree, preferably in marketing, communications, education or similar, normally with at least 4 years' subsequent relevant experience; or extensive experience and management and/or specialist expertise; or an equivalent level of knowledge gained through any other combination of education, training and/or experience.
- B. Demonstrated experience in marketing and business development methodologies and ability to design and deliver promotional programs that exceed goals.
- C. Experience in event management, including planning, promotion and implementation.
- D. Demonstrated high level of verbal and written communication skills, including effective public speaking, advanced presentation skills and highly developed interpersonal skills, including the ability to liaise with and influence a variety of stakeholders.
- E. High-level ability to analyse, interpret and report on statistical data and market intelligence.
- F. Demonstrated ability to self-manage, supervise and contribute to a high-performing team.
- G. A current unrestricted driver's license.

Desirable

- H. Knowledge of senior secondary and tertiary education environments.



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

