

## Content Marketing Officer

Brand and Marketing Operations Group  
Division of Marketing and Communication

Classification	Level 6
Delegation Band	<a href="#">Delegations and Authorisations Policy (see Section 3)</a>
Hours per Week	35 hours
Nature of Employment	Fixed term
Workplace Agreement	<a href="#">Charles Sturt University Enterprise Agreement</a>
Date Last Reviewed	10 August 2018

### 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.

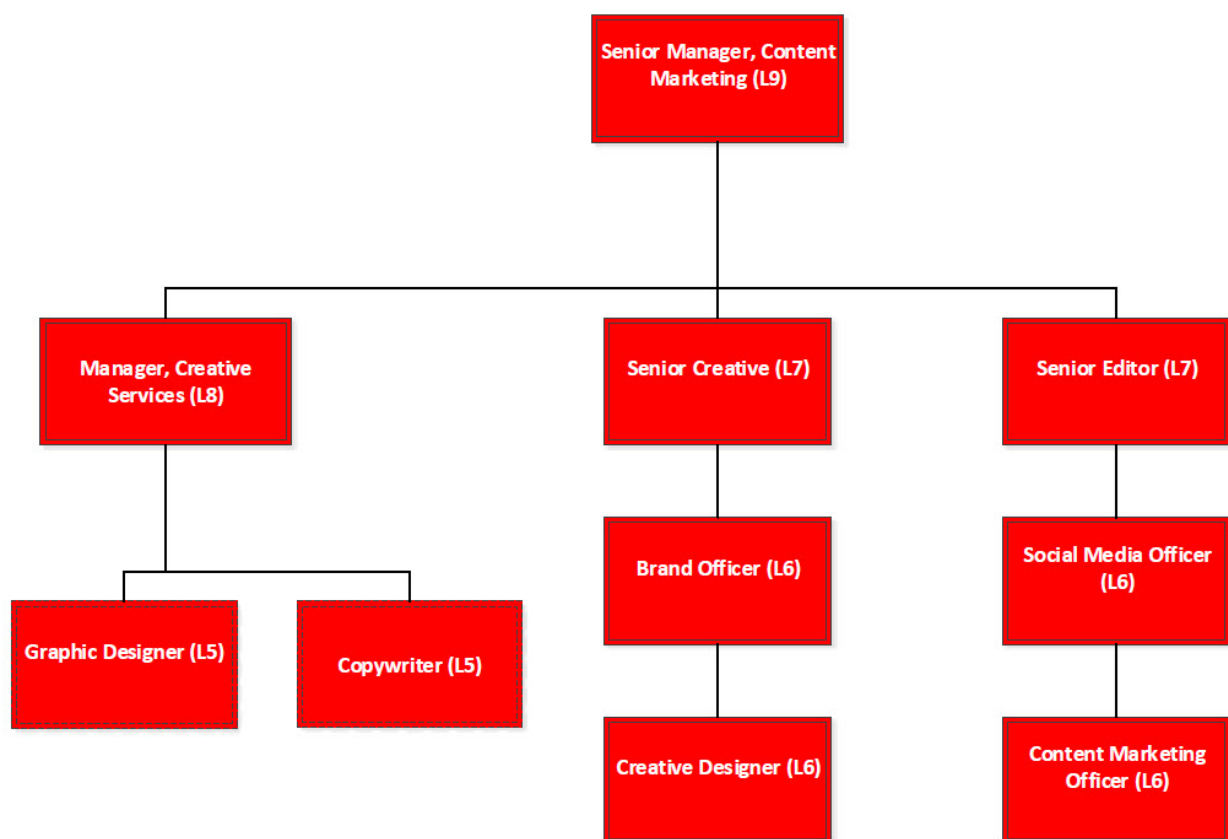
## Division of Marketing and Communication

The Division of Marketing and Communication plays a lead role in positioning Charles Sturt University as the dominant higher education provider in our regions. The function is forward-thinking and results-driven and is comprised of a Market Strategy and Partnering Group, Brand and Marketing Operations Group and Sales and Customer Experience Group. The Division's overarching purpose is to work with partners to create a transformational brand promise, product portfolio and experience that work to attract and engage students, staff, alumni and community.

Professional behaviours important to the Division include respect; integrity; accountability; openness and transparency; responsiveness; and collegiality.

## Organisational Chart

### Content Marketing Group



### Reporting Relationships:

This position reports to: Senior Editor

This position supervises: N/A

### Key Working Relationships

- Manager, Creative Services
- Creative Designer
- Brand Officer

## Position Overview

The content marketing officer contributes to a range of communication projects supporting student recruitment and brand reputation. You will create high-quality, succinct, written content for multiple channels (including print, web and digital) tailored to meet the information needs of specific audiences.

## Principal Responsibilities

- Create and edit useful, accessible written content to support marketing and student recruitment efforts across various channels.
- Provide editorial services for key audience websites, involving:
  - effective liaison with clients, and management of records for each project (e.g. creation and maintenance of content briefs and reporting)
  - provision of advice, guidance and support to university staff in accordance with university standards and guidelines
  - managing deadlines and working on multiple projects
- Collaborate on the delivery of training, resource materials and guidance for support staff, ensuring that high-quality written content aligned with search engine optimisation (SEO) principles are implemented across digital channels.
- Develop multichannel content, using audience and content research.
- Contribute to the development of internal standards, guidelines, checklists and support documents.
- Undertake publication and channel auditing and analysis.
- Contribute to and develop content marketing initiatives.
- Other duties appropriate to the classification as required.

## Physical Capabilities

The incumbent may be required to:

- Work in other environments beyond the Division 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. A relevant degree, preferably in communications, journalism, professional writing or public relations, normally with two or more years' subsequent relevant experience in a marketing environment; or extensive experience (e.g. an Associate Diploma with at least 4 years' subsequent relevant experience), leading to either the development of specialist expertise or to the development of broad knowledge, in technical or administrative fields; or an equivalent level of knowledge gained through any other combination of relevant education, training and/or experience.
- B. Extensive writing experience, successfully targeting a range of audiences across publications, with the demonstrated ability to produce high-quality copy quickly and to a deadline.
- C. Demonstrated high-level editing skills, attention to detail and excellent information management skills, using a content management system (e.g. Squiz) with respect to detailed, content-rich material.
- D. Demonstrated high-level planning, organisational and time management skills with the ability to work with minimum supervision.
- E. Experience in managing publications from conception through to delivery, including a good understanding of production processes and significant experience in building relationships across an organisation and with providers of graphic design, digital development and printing services, etc.
- F. Excellent communication skills and customer service skills, including high-level interpersonal skills in order to establish and maintain good working relationships both internal and external.

## **Information for Prospective Staff**

### **Your Application**

E-recruitment is the method by which CSU manages its recruitment processes and it is preferred that all applications be lodged using this method. Please refer to [www.csu.edu.au/jobs/](http://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**

CSU 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. CSU 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 CSU website <http://www.csu.edu.au/division/hr/>.

Further information regarding the policies and procedures of CSU can be found in the CSU 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](#)