

Organisation Purpose

Deakin University Student Association (DUSA) was formed in 2001 with the amalgamation of five different student associations across all the Deakin campuses. DUSA is run by students, for students, and is independent from the University. We aim to provide students with the No1 University Experience by delivering programs and services that make a difference to Deakin students as they navigate through their time at university.

Position Details

Position title:	Marketing Coordinator
Department:	Operations
Location:	Geelong
Reports to:	Operations Manager (via Senior Marketing & Communications Coordinator)
Supervises:	None
Classification:	Level 3
Last updated:	October 2025

Position Purpose

The purpose of this position is to:

- Manage and deliver key Geelong and Warrnambool projects for a range of services and activities.
- Drive student awareness and engagement of DUSA's key events and commercial operations with highly effective and strategic campaigns and promotional activity.
- Develop and lead marketing related campaigns and communications content for key DUSA initiatives.

Key Responsibilities

Design & Deliver Content
• Lead and contribute to individual marketing communications projects including writing briefs, working to set scope, timelines and budget. • Deliver an integrated system of communications content and collateral that best fits a variety of student cohorts through multiple channels including email, web and social media. • Use your graphic design skills to create engaging, on-brand content for marketing campaigns and promotional materials that captures attention and drives audience participation. • Monitor digital and social media trends, benchmarking against peer organisations to drive innovation, channel development, and audience growth. • Research and write engaging content for a variety of channels, including campaign communications, articles, presentations, website and publications. • Write detailed videography and photography briefs for staff and external providers, as well as provide creative direction for all brand projects.

Stakeholder Engagement

- Maintain strong relationships with stakeholders and provide consultation advice on the development of marketing content for key initiatives.
- Work collaboratively with DUSA staff to bring their vision to a well-executed marketing campaign that spans various digital platforms and print media.
- Lead the marketing and communication activities for the Financial Wellbeing department ensuring effective reach to students through integrated campaigns

Support Staff

- Collaborate with the Senior Marketing and Communications Coordinator to execute and deliver key Geelong and Warrnambool marketing initiatives.
- Assist to support the Geelong Social Media Content Creator with questions and collaborate on ideas and approve content on event days.

Position Scope

This position description is not intended to be all-inclusive. The employee may perform other related duties within their scope of capability as required to meet the on-going needs of the department and/or organisation. Employees may be required to work across all DUSA sites.

Key Selection Criteria

Knowledge / Skills

- High level communication, interpersonal and consultative skills with demonstrated capacity to manage issues, build and maintain positive partnerships with internal and external stakeholders
- Highly experienced in creating, managing and delivering successful marketing and communications plans and projects, utilising best practice principles
- Experienced in branding and graphic design and creating consistent visual identities across a variety of platforms and mediums
- Experience in the use of various Social Media platforms, Adobe Creative Suite, Canva and CMS systems to facilitate engagement with brand and clientele
- Experience in writing and publishing content on various digital platforms
- Excellent computer skills, including Microsoft Office
- Demonstrated competencies in work requiring high levels of accuracy and attention to detail

Experience / Qualifications

- A relevant tertiary qualification in communications, design and/or marketing
- Minimum 4 year's demonstrated work experience in marketing and/or communications.

Key Personal Characteristics

- Highly organised with the ability to manage multiple projects effectively
- Strong, confident communicator who works well both collaboratively and independently
- Proactive self-starter with a positive, adaptable, and friendly nature
- Ability to handle competing deadlines, with strong problem-solving skills.

Terms & Conditions

OH&S DUSA adheres to all Occupational Health & Safety (OH&S) regulations as an Employer. As an employee you have an obligation to take reasonable care to ensure your safety and health at work and that of others in the workplace. It is incumbent of you to meet all OH&S policies, rules and regulations. Inherent requirements 1. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job 2. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions 3. While performing the duties of this job, the employee is regularly required to sit, walk and stand; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear 4. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus, including use of a computer screen 5. The employee is required to stand for several hours at a time (1-3 hours) and walk distances around campus including up and down stairs 6. The employee may be required to assist lift and/or move up to 15-20kg occasionally to move stock, products, event equipment 7. Bending down or reaching up to multi-level shelving, set up or pack down of events and public stands.
Capability Status You will be required to meet the following: • Current and satisfactory National Police Record Check. • Working with Children Check. • Current valid Victorian Driver's License.

Position Description Acknowledgement Form

I have received, reviewed and fully understand this position description. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.	
Employee Name:	
Employee Signature:	
Date:	