

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:	Senior Communications & Marketing Coordinator
Department:	Operations
Location:	Cross Campus (Burwood based)
Reports to:	Operations Manager
Supervises:	3 indirect reports including: 1 Communications & Marketing Officer 1 Design Intern 1 Communications Intern
Classification:	Level 3.4 – Level 4.1
Last updated:	February 2021

Position Purpose

The purpose of this position is to:

- Drive student awareness and engagement of DUSA's key activities and commercial operations through campaigns and promotions.
- Manage and deliver key communications projects for a range of services and activities.
- Develop internal and external communications plans manage the website and social media channels whilst writing effective communications content across a range of channels.
- Drive key deliverables and day to day activity while mentoring staff and interns.

Key Responsibilities

Strategy Development
<ul style="list-style-type: none">• Develop and implement communications strategies and plans for a range of campaigns and commercial activities that deliver effective communications to engage students• Develop budget according to marketing and communications strategy and operational plans• Develop and manage the implementation of a comprehensive social media strategy.• Use analytical tools to monitor and report on the effectiveness of communication and marketing strategies, social media, website usage and overall engagement.
Deliver & Design Content
<ul style="list-style-type: none">• Manage 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.

- Develop strategy and implement the website content and updates and work collaboratively for the regular upkeep of website.
- Research and write original media releases and campaign communication, articles, publications, presentations, web content, advertising and other communications material.
- Regularly monitor online trends and comparing like organisations to ensure leading edge of social media innovation, channel development and growth.
- Develop and manage brand Style Guidelines including development of consistent brand materials for campaigns.
- 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 and strategic advice on the development of communications content for key initiatives.
- Effectively communicate design strategies and present concise solutions to various stakeholders.

Membership & Sponsorship

- Manage, research and deliver reports and recommendations on membership content.
- Develop sponsorship packages for specific events and ongoing social media opportunities.
- Coordinate the content, design and delivery of the Student Diary.
- Coordinate design and delivery requirement with suppliers for all membership items.

Mentoring Staff

- Manage daily workflow of indirect reports while providing support, guidance and training.

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 strategic marketing and communications plans and projects, utilising best practice principles.
- Demonstrated experience in mentoring a team.
- Experienced in branding and graphic design, experienced in creating consistent visual identities across a variety of platforms and mediums.
- Experience in the use various Social Media platforms, Adobe Creative Suite and CMS systems to facilitate engagement with brand and clientele

Experience / Qualifications

- A relevant tertiary qualification in communications, design and/or, marketing.
- Minimum 5 year's demonstrated work experience in marketing and/or communications.
- Minimum 1 years' experience mentoring staff.

Key Personal Characteristics

- Ability to work collaboratively and autonomously.
- Positive and friendly nature.
- Ability to handle pressure and problem solving capacity.

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 work place. It is incumbent of you to meet all OH&S policies, rules and regulations.

Inherent requirements - Physical Demands

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 (desirable).

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:	