

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:	Social Media Content Creator
Department:	Operations
Location:	1 x Burwood & 1 x Geelong
Reports to:	Operations Manager (via Senior Communications and Marketing Coordinator)
Supervises:	Nil
Classification:	Level 1.1
Last updated:	September 2025

Position Purpose

The purpose of this role is to:

- create engaging, high-quality social media content that enhances DUSA's online presence, promotes student engagement, and showcases the vibrant student life at Deakin University.
- Work closely with the marketing team, using your ideas and creativity to assist in shaping the brand.

Key Responsibilities

Content Creation
• Attend and film at DUSA events (Student Engagement and Club led) and capture authentic moments that highlight the student experience. • Interact with staff DUSA Club members to understand the essence and messaging of the content you will create. • Create a content schedule and develop your own creative ideas to boost awareness of each DUSA department (including membership, events, clubs, sport, advocacy, financial wellbeing, short courses, trips and student representation) • Create fun, engaging, on-trend video content quickly and consistently through compelling storytelling for various social media platforms • Create content of 'everyday student life' at Deakin - the little, funny or quirky things that are unique to Deakin student life
General Tasks
• Post edited content on DUSA social media platforms ensuring that brand guidelines are followed. • Write captions, select music, add effects and ensure brand consistency in all posts

- Attend on-campus events to capture real-time content
- Track and report on performance, seeing what works and adapt as you go
- Collaborate and liaise with all DUSA departments
- Monitor content performance and stay ahead of social media trends.

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
• Experience in filming and editing video content for social media • Proficiency in using video editing tools • Experience creating engaging short-form content such as Instagram Reels and YouTube Shorts • Experience in scheduling and publishing content across social media platforms • Ability to shoot high-quality content using a smartphone • Strong working knowledge of social media platforms including Instagram, Facebook, and YouTube • Understanding of platform-specific best practices for content formats, captioning, and posting • Ability to plan and storyboard content ideas from concept through to final post • Understanding of audience engagement strategies, particularly for student-focused content • Ability to create content aligned with brand guidelines and voice • Strong attention to detail and commitment to high-quality output • Ability to manage multiple priorities and meet deadlines with a degree of autonomy.
Essential
• Current Deakin student • Proven experience creating social media content for a brand, organisation or volunteer group • Ability to film, edit and post high-quality content quickly using your own up to date technology • Excellent written and verbal communication skills. • Ability to build positive relationships with internal and external stakeholders, including students and DUSA Club members. • Understanding of graphic design tools e.g. Canva, Adobe Photoshop. (desirable) • Knowledge of marketing concepts focusing on social media trends and concepts
Key Personal Characteristics
• Confident, creative and enthusiastic – you're not afraid to approach students on campus, or get in front of the camera yourself when needed • Ability to work collaboratively and autonomously • Positive, adaptable and friendly natured • 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:	