

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 & Communications Officer
Department:	Operations
Location:	Burwood
Reports to:	Operations Manager (Communications and Marketing Coordinator)
Supervises:	Nil
Classification:	2.4
Last updated:	January 2021

Position Purpose

The purpose of this position is to:

- Support the marketing and communications around student awareness and engagement of DUSA's key events and commercial operations with highly effective and strategic campaigns and promotional activity.
- Assist with delivering communications projects for a range of services, events and campaigns.
- Assist with internal and external communications, the management and optimisation of the website and social media channels.
- Provide administrative and practical support and assistance as required to the Communications and Marketing Coordinator and broader Marketing team.

Key Responsibilities

General Tasks
<ul style="list-style-type: none">• Assist with delivering communications strategies for campaigns and commercial activities that deliver effective communications to engage students.• Adhere to budget, as advised, when delivering marketing, communications and operational plans.• Develop and implement brand awareness and membership campaigns.• Develop and implement integrated campaigns autonomously, working collaboratively with other DUSA departments.• Collaborate on the implementation of the social media strategy, and provide input and assistance as required.• Reporting and monitoring on the effectiveness of communication and marketing campaigns, social media, website traffic and overall engagement.• Assist in the delivery of integrated systems of communications content and collateral that best fits a variety of student cohorts through multiple channels including email, web and social media.

- Create and manage, optimize and update the DUSA website through Content Management Software.
- Assist the Communications and Marketing Coordinator in producing a range of written materials; including blogs, social posts, media releases, photography/videography briefs, marketing plans, brochures, publications, website content and other communications materials as required.
- Monitor and report online trends to ensure leading edge of social media innovation, channel development and growth.
- Deliver marketing and communications for external partnerships, including specific events and its campaign.
- Assist with the design and printing of marketing projects as required.
- Provide administrative support and assistance as required for the Communications and Marketing Coordinator, as well as work collaboratively with, and occasionally guide, the student interns.

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
<ul style="list-style-type: none"> • Excellent communication and interpersonal skills with demonstrated ability to provide support and assistance, and create positive relationships with internal and external stakeholders. • Experience in creating and delivering successful marketing and communications campaigns, with a preferred focus on digital marketing. • Experience in researching, writing and publishing content on various digital platforms. • Demonstrated experience in graphic design, creating visual identities across a variety of platforms and mediums. • Previous experience in a marketing support role. • Excellent computer skills, including Microsoft Office. • Intermediate skills in the Adobe Suite (InDesign/Photoshop/Illustrator).
Experience / Qualifications
<ul style="list-style-type: none"> • A relevant tertiary qualification in communications, visual communications and/or, marketing • 2 year's demonstrated work experience in a marketing or digital communications role.
Key Personal Characteristics
<ul style="list-style-type: none"> • Ability to work collaboratively and autonomously. • Positive, adaptable and friendly natured. • Ability to handle pressure and problem-solving capacity. • Enthusiastic and creative.

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: