

POSITION DESCRIPTION



Engagement and Content Coordinator



POSITION DETAILS

Position Title	Engagement and Content Coordinator
Classification	Level 7
Position Number	7008632
School/Office	Whitlam Institute, Faculty of Social Science, Arts, Business, Education and Law (SABEL)
Division	Provost

POSITION PURPOSE

The Engagement and Content Coordinator works closely with the Institute Manager and the Director, Whitlam Institute to develop and deliver compelling, audience-focused content, communications and engagement activities to enhance the public profile of the Whitlam Institute and its work, including engagement with youth audiences and platforms.

The position is responsible for promoting the Whitlam Prime Ministerial Collection, Female Orphan School, the Galleries, and the Whitlam Prime Ministerial House and coordinating the promotion of events and program activities while supporting the delivery of the Whitlam Institute's outreach program. The role oversees the day-to-day administration of digital communication channels, including website, and data-informed engagement processes, contributing to the effective implementation of the Whitlam Institute's engagement plan.

KEY ACCOUNTABILITIES

1. Contribute to the delivery of engagement activities, events and campaigns to promote the work and raise the national profile of the Whitlam Institute, including:
 - Coordinating media and communications activities for new research and publications;
 - Coordinating promotion and communications for events and outreach activities;
 - Supporting marketing, promotion and content production for events & outreach activities, including the Female Orphan School and Galleries;
 - Implementing communications initiatives and marketing plans to grow audience and stakeholder engagement;
 - Maintaining effective working relationships with media and stakeholders.

2. Manage, maintain and promote the Whitlam Institute's work to existing and emerging audiences, including:
 - Whitlam Prime Ministerial Collection;
 - Monthly newsletter;
 - Social Media platforms including Facebook, Instagram, LinkedIn, Viva Engage;
 - Whitlam Institute's website content.
3. Provide advice and coordinate the planning and delivery of the Whitlam Institute's engagement activities, events and other initiatives.
4. Support the consistent application of the Whitlam Institute branding identity, in consultation with the Manager and Director of the Whitlam Institute.
5. Coordinate and produce the promotional and audio-visual requirements for Whitlam Institute events both on and off campus as required, including:
 - Coordinating the recording and production of video and audio resources for the Whitlam Institute;
 - Coordinating audio visual requirements and external media engagement support;
 - Develop and produce general promotional content, including visual materials for kiosks, and maintain the presentation and appearance of the e-commerce shop.
6. Provide administrative and coordination support for projects, including preparation of communication materials and reports.
7. Contribute to Whitlam Institute planning, projects and activities.
8. Monitor and analyse advertising and promotional expenditure to evaluate return on investment and inform strategic decision-making.
Perform other duties, commensurate with the level of this position, as requested by the Manager or Director of the Whitlam Institute.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. It is a mandatory requirement for any incumbent of this position to have a current NSW employee working with children clearance in accordance with the NSW Child Protection (Working with Children) Act 2012.
2. Tertiary qualifications in a relevant discipline and/or demonstrated equivalent professional media, marketing and/or publicity experience, including demonstrated knowledge of content production, social media and communication activities.
3. Proven administrative and organisational skills, including well-developed analytical and problem-solving skills; the ability to meet tight deadlines and prioritise tasks; the ability to maintain and analyse organisational information and data; the ability to implement and communicate procedures, and to support engagement activities through the provision of insights and coordination of relevant initiatives.
4. Demonstrated capacity to develop and implement high profile externally focused communications and engagement activities, including event coordination.
5. High-level interpersonal, verbal and written communication skills, including a proven ability to liaise with media in high pressure situations and demonstrated ability to exercise initiative, discretion and maintain confidentiality.
6. Strong computer skills, including professional experience using: Content Management Systems for website maintenance (WordPress); social media and Customer Relations Management (CRM) systems.
7. Demonstrated ability to work flexibly as part of a team, meet deadlines and complete duties with a high degree of independence.

KEY RELATIONSHIPS

- **This position reports to:** Whitlam Institute Manager

- **This position supervises:** N/A
- **Key internal relationships:**
 - Whitlam Institute Director
 - Whitlam Institute Manger
 - Whitlam Institute Staff
 - Whitlam Institute Fellows and Volunteers
 - Senior staff within Western Sydney University, including VC, Executive Deans, HR, Finance, IT, and OEC.
- **Key external relationships:**
 - Media representatives
 - Members of the Whitlam Board
 - Key contacts for the Institute including Government representatives and donors
 - Partner organisations

CHALLENGES

- To work across various events and program activities which range in scale and focus area, including the identification of audiences for each of these areas.
- Time management
- Managing conflicting deadlines and priorities and demonstrating flexibility in completing day to day tasks in a very small team environment.
- To adhere to the relevant Policy Guidelines governing the Whitlam Institute including those set by Western Sydney University, as well as ethical boundaries and confidentiality

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by: Lead People and Culture Partner

Date: 01/05/26