

POSITION DESCRIPTION

Head of Marketing and Communications



WESTERN SYDNEY UNIVERSITY
STUDENT UNION

POSITION DETAILS

Position Title	Head of Marketing and Communications
Classification	Senior
Position Number	XXXXXXXX
School/Office	Marketing and Communications
Division	WSUSU

POSITION PURPOSE

To lead and deliver effective, engaging, and student-centred marketing and communications that strengthen WSUSU's profile, amplify student voices, and connect students with opportunities to belong, participate and thrive.

KEY ACCOUNTABILITIES

1. **Develop and implement** integrated marketing and communications strategies that enhance the organisation's brand, reach, and impact across multiple channels.
2. **Lead, support, and develop** the team, ensuring clear role clarity, collaboration, and a creative, student-centred approach.
3. **Oversee the development, maintenance and continual improvement** of the organisation's website and digital platforms to ensure they are engaging, accessible, and up to date.
4. **Lead the planning**, content creation, publishing, and analytics for the organisation's social media channels to drive student awareness, engagement and community building.
5. **Provide governance support and guidance** to autonomous student media teams and publications, balancing editorial independence with organisational policy, compliance, and brand reputation.
6. **Oversee the promotion, content quality, and UX** of the online student community platform (WesternLife) where students find clubs, check into events, and connect with campus life opportunities and support services.
7. **Ensure consistent application of the organisation's branding**, messaging and tone of voice across all internal and external communications, marketing materials, and student-facing platforms.
8. **Build strong relationships** with student leaders, internal teams, university stakeholders and external partners to maximise reach and effectiveness of marketing and communications initiatives.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. **Tertiary qualifications** in Marketing, Communications, Public Relations, Media, Digital Marketing, or a related discipline (postgraduate qualification desirable).
2. **Demonstrated substantial experience** developing and implementing marketing and communication strategies, preferably within a membership-based, education or youth-focused organisation.
3. **Demonstrated experience supervising** and developing a team, with a collaborative and supportive leadership style that fosters creativity and accountability.
4. **Strong knowledge and practical experience** managing websites, social media channels, content marketing, analytics and emerging digital platforms to engage diverse audiences.
5. **Proven ability to build positive working relationships** with students, student leaders, university stakeholders, external partners and suppliers to achieve marketing and communications goals.
6. **Understanding of student-led or independent media operations**, with experience balancing editorial independence with organisational governance and reputational risk management.
7. **Demonstrated commitment to the values and ethos** of student organisations and student voice, social justice and student inclusion.

KEY RELATIONSHIPS

- **This position reports to:** CEO
- **This position supervises:** Student Publications Officer, Systems Administrator, Communications & Design Officer
- **Key internal relationships:**
 - CEO
 - Marketing & Communications staff
 - Other department heads
 - Student leaders
- **Key external relationships:**
 - University administration
 - Government representatives
 - Broader community

CHALLENGES

- Effectively reaching and engaging students with varied backgrounds, interests, study modes (on-campus, online, offshore) and levels of engagement, while cutting through digital noise and information overload.
- Supporting autonomous student media and publications in a way that respects editorial freedom while managing reputational risks, legal compliance, and alignment with the organisation's values.
- Keeping the website, social media channels, and online student community platform relevant, accessible and up-to-date with limited team capacity and fast-changing student needs.
- Delivering high-impact campaigns and communications across multiple channels and projects with a small team and tight budgets, while managing urgent and competing demands.

EXPECTATIONS

WSUSU expects that all employees are aware of, and comply with legislation and relevant policies and procedures relevant to the position, including but not limited to:

- WSUSU 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:

Date: