

POSITION DESCRIPTION



Content and Digital Engagement Coordinator

POSITION DETAILS

Position Title	Content and Digital Engagement Coordinator
Classification	HEW Level 7
Position Number	7016478
School/Office	Student Success
Division	Education and Students

POSITION PURPOSE

The Content and Digital Engagement Coordinator is responsible for leading the development, coordination and continuous improvement of student-facing digital engagement, communications and online content across Employability and Graduate Futures.

The role supports the delivery of accessible, scalable and student-centred digital experiences across careers, placements, employability and student success initiatives by improving the quality, consistency and effectiveness of digital content, communications and self-service resources across platforms including CareerHub (Symplicity), InPlace, Blackboard, SharePoint and associated systems.

The role contributes to service transformation and operational improvement initiatives through the redesign and ongoing management of student communications, digital engagement resources and online learning materials. Working collaboratively across the Employability and Graduate Futures unit, the role supports improved student engagement, clearer communication pathways and more effective digital service delivery across the student lifecycle.

KEY ACCOUNTABILITIES

- Lead the coordination, development and continuous improvement of student-facing digital engagement, content and online resources across Employability and Graduate Futures platforms and services.
- Coordinate student communications across careers, placements, employability and student engagement initiatives, ensuring information is clear, accessible, timely, consistent and aligned to the student lifecycle.
- Develop and maintain digital content, communication resources and online learning materials across platforms including CareerHub (Symplicity), Blackboard, InPlace, SharePoint and associated engagement systems.

- Design and implement scalable digital engagement approaches, communication strategies and self-service resources that improve student experience, reduce confusion and support student success outcomes.
- Analyse digital engagement, communication effectiveness and user experience across platforms and resources, identifying opportunities to improve accessibility, usability, consistency and student outcomes.
- Ensure digital content and engagement activities align with accessibility standards, user experience principles, University policies and contemporary digital communication practices.
- Provide specialist advice and support regarding digital engagement strategy, student communication approaches, online content design and optimisation of digital student experiences across Employability and Graduate Futures.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. Relevant tertiary qualification in communications, digital media, education, marketing, user experience, information management or a related discipline, or an equivalent combination of relevant experience and education.
2. Demonstrated experience developing, managing and improving digital content, online engagement resources and student-facing communications within a large and complex organisation.
3. Demonstrated experience working with enterprise digital platforms and content systems, including SharePoint, Blackboard, CareerHub (Symplcity), InPlace or similar digital engagement and communication platforms.
4. Strong content design, digital storytelling and communication skills, including the ability to translate complex organisational information into clear, engaging and student-centred content and resources.
5. Sound understanding of accessibility standards, digital communication principles and user experience (UX) practices, with the ability to develop accessible and inclusive digital content.
6. Highly developed stakeholder engagement and relationship management skills, including the ability to work collaboratively with operational teams, academic staff, senior leaders and ITDS.
7. Excellent written and verbal communication skills, including experience preparing digital content, guidance materials, procedures, communication resources and online support materials.
8. Highly developed organisational skills with demonstrated ability to manage competing priorities, coordinate multiple projects and deliver outcomes within tight operational timeframes.
9. Demonstrated initiative, analytical capability and problem-solving skills, including the ability to identify improvement opportunities and contribute to service transformation and digital engagement initiatives.

KEY RELATIONSHIPS

- **This position reports to:** Director, Employability and Graduate Futures
- **This position supervises:** NIL
- **Key internal relationships:**
 - Placement Compliance Team
 - Careers Team
 - The Academy
 - Alumni and external relations
- **Key external relationships:**
 - External placement partners and agencies (as required)
 - External industry partners (as required)

CHALLENGES

- Translating complex operational processes, policies and student requirements into clear, accessible and student-centred digital content and engagement resources.
- Managing competing operational priorities during periods of high placement demand and transition activity.
- Maintaining consistency, accessibility and quality of digital communications and online resources across multiple systems including CareerHub (Symplicity), Blackboard, InPlace and SharePoint.
- Supporting scalable self-service and digital engagement approaches while ensuring positive student experiences and reducing confusion across careers, placements and employability services.
- Coordinating consistent and effective student engagement and communications across multiple digital platforms, services and operational areas within a large and complex environment.

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: Office for People and Culture

Date: 24.06.2026