

# POSITION DESCRIPTION

## Engagement Officer



### POSITION DETAILS

Position Title	Engagement Officer
Classification	HEW Level 6
Position Number	Various
School/Office	Faulty
Division	Provost

### POSITION PURPOSE

The Engagement Officer contributes to the Faculty's strategic engagement objectives by coordinating activities and building relationships across students groups/cohorts, alumni, industry and the broader community. The role is responsible for planning and delivering programs and events that enhance the student experience, strengthen alumni connections, support employability outcomes and promote faculty visibility.

Within the team, Engagement Officers will contribute across all areas of engagement, while also maintaining a primary focus — alumni, student experience, or industry and employability — to ensure balanced coverage of Faculty priorities.

This role forms part of the broader professional staff Faculty team, and as such may be required to collaborate and support across multiple schools, and other teams within the Faculty as needed.

### KEY ACCOUNTABILITIES

#### 1. Stakeholder Relationship Management

- Build and maintain relationships with student groups and societies, alumni and industry partners.
- Collaborate with academic and professional staff to deliver engagement aligned with Faculty priorities.
- Support school, alumni and industry engagement initiatives that enhance the Faculty's visibility and strategic partnerships.

## **2. Strategic Planning and Implementation**

- Assist in the development and implementation of strategic plans and objectives for the Faculty's stakeholder engagement and marketing activities.
- Ensure appropriate resources and tools are used to support engagement initiatives, including templates and guidelines.
- Contribute to the development and delivery of event strategies and engagement programs aligned with Faculty and University priorities.
- Manage risks, compliance, and quality assurance processes related to engagement and marketing activities.
- Support internal stakeholders in developing relationships with potential external partners.

## **3. Event Planning and Execution**

- In collaboration with colleagues, plan, develop, and deliver Faculty- specific engagement events, including student, alumni, and industry events.
- Coordinate delegation visits and school engagement activities such as on-campus experiences, workshops, and school visits.
- Manage event logistics, communications, and promotional activities, including invite lists, website updates, and social media content.
- Liaise with central teams such as Future Student Engagement to ensure alignment with University-wide initiatives.
- Ensure all events meet branding, compliance, and stakeholder expectations.

## **4. Account Management**

- Maintain and update stakeholder information to support engagement tracking and reporting.

## **5. Partnership and Opportunity Development**

- Identify and develop student mentoring, and scholarship opportunities with external partners.
- Collaborate with partners on initiatives that deliver positive outcomes for students, staff, and the broader community.

## **6. Other Duties**

- Undertake other associated duties (commensurate with the level of this position) as reasonably required from time to time.

## **QUALIFICATIONS, EXPERIENCE AND SKILLS**

1. Appropriate tertiary qualifications in a relevant discipline and current relevant experience in a Community/Industry Engagement role and/or equivalent combination of relevant qualifications and experience preferably in the Education sector.
2. Strong competency in information software packages such as Microsoft Office.
3. Strong problem-solving and analytical skills.
4. Ability to develop and maintain working relations with a variety of stakeholders both domestic and internationally.
5. High level of interpersonal, verbal and written communication skills.
6. Ability to manage multiple tasks, in particular engagement event/activity development and execution.
7. Proven ability to successfully lead and manage a direct report and/or team.

## **KEY RELATIONSHIPS**

- **This position reports to:** Student and Learning Support Manager
- **This position supervises:** Nil
- **Key internal relationships:**
  - Academic and professional staff across the Faculty
  - Current and prospective students of the Faculty
  - WSU Divisional counterparts e.g. Marketing Teams, Events Teams
- **Key external relationships:**
  - Industry Partners
  - Community and Government partners
  - Suppliers and vendors

## CHALLENGES

- Managing diverse stakeholder expectations across community, government, and industry, often with competing priorities and varying timelines, while maintaining strong and sustainable relationships.
- Balancing strategic and operational demands by supporting long-term partnership initiatives while simultaneously coordinating events, delegations, and engagement activities with limited resources.
- Identifying and securing meaningful opportunities (e.g., internships, scholarships, research collaborations) in a competitive external environment, requiring strong negotiation and diplomacy skills.

## 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**  
**Date: 10 October**  
**2025**