

POSITION DESCRIPTION



Head of Content, Creative & Communications



Position Title	Head of Content, Creative and Communications
Classification	Level 9
Position Number	TBC
School/Office	Office of Future Students, Marketing & Communications
Division	Division of Western Sydney & External Engagement

POSITION PURPOSE

The Head of Content, Creative and Communications is responsible for the strategic leadership and operational delivery of the University's Brand, Content, Creative and Communications, including oversight of prospective and current student content and communications, design services, paid media, videography, and brand. The role exists to provide strategic vision, creative art direction and leadership, and operational excellence in content, creative production, and communications, elevating the university's presence, voice, and impact in a competitive higher education landscape.

This role centralises oversight of each key function in the delivery of all university marketing campaigns and it's a pivotal leadership role in strengthening the university's approach to content and creative outcomes. This role will participate in strategic planning, the development of always-on marketing campaigns and tactical marketing initiatives across all channels. The position brings together strategy, art direction, storytelling, design, and media delivery to ensure consistent, compelling messaging and optimal return on investment.

KEY ACCOUNTABILITIES

1. Provide strategic leadership and direction for the Content, Creative and Communications portfolio to ensure high-quality, consistent, and effective campaign delivery across all owned and paid channels for all audiences.
2. In response to strategic marketing plans prepared by the Domestic and International marketing teams, oversee the development of channel based execution plans and content strategies that leverage the university brand in order to recruit students.
3. In close collaboration with the Manager, Personalisation and Automation oversee the development of always-on personalised communication journeys where just in time communication and content, nudges prospective students from enquiry through to enrolment.

4. Lead and manage a multidisciplinary team, including communications, design, video, brand, and paid media functions to deliver integrated, audience-focused campaigns.
5. Oversee the strategy development, planning, and performance of the University's always-on paid media activity, ensuring continual optimisation and alignment with recruitment and brand goals.
6. Collaborate with stakeholders across Marketing, Domestic and International Student Recruitment, Digital and Strategic Insights to ensure alignment of messaging, audience segmentation, and customer journeys.
7. Ensure governance and quality control of all creative outputs, from advertising assets to student communications and video content, maintaining high standards of brand and message integrity.
8. Lead the development of strategic communication frameworks, including audience segmentation, tone of voice, personalisation strategies and automation guidelines.
9. Oversee creative and content production including providing art direction, working with internal and external content creators, designers, and media agencies. Including providing guidance and direction to the Design Officers to ensure quality control and brand compliance.
10. Monitor and report on performance metrics across media, content, and engagement to drive continuous improvement and data-informed decision-making.
11. Drive operational efficiency and cross-functional collaboration within the team, embedding agile processes and a culture of innovation, experimentation, and excellence.

QUALIFICATIONS, EXPERIENCE AND SKILLS

- A degree in Marketing, Communications, Media, Design or related discipline and/or extensive equivalent professional experience in Content, Communications and/or Marketing.
- Demonstrated senior level experience in leading integrated marketing functions across content, creative and paid media in a large, complex organisation.
- Proven leadership capability with experience managing multidisciplinary teams and delivering high-performance outcomes.
- Extensive experience in channel and content strategy development, communications planning, and customer journey mapping. Experience in paid media strategy and execution is highly regarded.
- Advanced understanding of campaign performance measurement and reporting.
- Demonstrated ability to collaborate with senior stakeholders, interpret strategic goals, and translate them into effective marketing outputs.
- Exceptional written and verbal communication skills, with strong conceptual, storytelling, and editing capabilities.

KEY RELATIONSHIPS

- This position reports to: Director, Marketing
- This position supervises:
 - Paid Media Manager
 - Communications & Content Manager
 - Creative Services Coordinator
 - Graphic Design Team Leader
 - Video Content Producer
 - University Photographer
- Key internal relationships:
 - Internal Marketing team
 - Director Marketing
 - Chief Marketing Officer
 - Faculties/institutes
 - Student Experience & Marketing Analytics (SEMA)
- Key external relationships:
 - Creative and media agencies
 - Content creators and production vendors
 - Advertising and platform representatives

CHALLENGES

- Balancing creative excellence with audience insights and media performance to drive campaign impact.
- Leading a diverse team while embedding consistency and alignment across disciplines.
- Coordinating large-scale campaign activity across multiple channels and stakeholders.
- Maintaining agility in a rapidly evolving media, content, and higher education landscape.
- Driving innovation while ensuring compliance with brand, equity, accessibility and institutional requirements.

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:

Date: