

POSITION DESCRIPTION



Communication Officer, Launch Pad



POSITION DETAILS

Position Title	Communications Officer, Launch Pad
Classification	HEW Level 5
Position Number	7013655
School/Office	Innovation Division
Division	Research and Innovation

POSITION PURPOSE

The Communications Officer provides coordinated marketing and communications support for Western Sydney University's Launch Pad by developing, implementing and maintaining content across digital and communication channels to enhance profile, reach and reputation. The role contributes to participant recruitment, stakeholder engagement and brand visibility through copywriting, channel management, performance measurement and the development of promotional collateral. The position also provides operational and administrative communications support to the broader Enterprise team as required.

KEY ACCOUNTABILITIES

- 1. Communications Delivery**
 - Draft, edit and publish high-quality content for digital platforms, social media, newsletters and promotional materials.
 - Coordinate and maintain Launch Pad communication channels in alignment with University brand and messaging requirements.
 - Develop marketing collateral to support program promotion, participant recruitment and celebration of achievements.
- 2. Performance and Continuous Improvement**
 - Monitor and measure communications performance across channels to inform insights and optimisation.
 - Assist with post-campaign analysis, reporting on outcomes and recommending improvements.
 - Maintain awareness of emerging trends in entrepreneurship, start-up ecosystems and digital engagement.

3. Stakeholder Engagement

- Build and maintain effective working relationships with internal stakeholders across Enterprise, Communications and Media teams.
- Liaise with external suppliers including designers, videographers, copywriters and media agencies as required.
- Escalate risks or issues appropriately to ensure timely resolution.

4. Operational and Administrative Support

- Maintain accurate documentation and work tracking across SharePoint, Smartsheets and WesternNow.
- Provide project coordination support including scheduling, research, reporting and meeting documentation.
- Contribute to the preparation of plans, updates and reports to support team objectives.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. Degree qualification in Communications, Marketing, Social Media or a related discipline, or equivalent relevant experience.
2. Experience supporting marketing or communications activities in a complex organisation.
3. Strong written and verbal communication skills, including copywriting across multiple formats.
4. Demonstrated ability to analyse digital performance data and produce insights and reports.
5. High level of digital capability, including Microsoft 365 and tools such as Smartsheets, Canva or similar platforms.
6. Well-developed organisational skills with the ability to manage competing priorities and meet deadlines.
7. Ability to work collaboratively with subject matter experts across diverse professional backgrounds.

KEY RELATIONSHIPS

- **This position reports to:** Senior Coordinator, Communications and Activation
- **This position supervises:** Nil
- **Key internal relationships:**
 - Innovation Division leadership and team members
 - Communications team
 - Media team
- **Key external relationships:**
 - Designers
 - Videographers
 - Copywriters
 - Media and communications agencies
 - Translators

CHALLENGES

- Balancing multiple communication priorities across concurrent programs and stakeholders while meeting tight deadlines.
- Ensuring messaging remains relevant and engaging within a rapidly evolving start-up and innovation 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

Date: 31.03.2026