

POSITION DESCRIPTION



Marketing Content Producer, TNE



Position Title	Marketing Content Producer, TNE
Salary	HEW 5 – Fixed term 6 months
Position Number	TBC
School/Office	Office of Future Students, Marketing & Communications
Division	Division of Western Sydney & External Engagement

POSITION PURPOSE

The Marketing Content Producer, TNE will support the delivery of activities for the launch of Western Sydney University's India campus. Working closely with the Marketing Manager, International, the India Marketing & Communications Lead and colleagues across Marketing, Communications and Recruitment, the role will coordinate and produce high-quality marketing content supporting the University's first campus in India. The role focuses on producing engaging content across digital, print and multimedia channels, coordinating content development with internal stakeholders, and supporting recruitment and brand communications during the critical launch period.

KEY ACCOUNTABILITIES

Content Development

- Produce website, social media and campaign content.
- Develop print collateral
- Produce student, alumni, partnership and research stories.
- Ensure all content aligns with University brand guidelines.

Video & Photography Coordination

- Coordinate photography and videography projects.
- Ideate and prepare storyboards and scripts to convey our key messages to target audiences.
- Prepare production briefs and coordinate content capture.
- Liaise with suppliers and internal stakeholders.

Website & Digital Content

- Coordinate updates to India campus webpages.
- Prepare and maintain website content.

Communications Support

- Work with the Communications team to develop email communications.
- Monitor communication campaign performance and work with communications team to

- optimise communications.
- Content Coordination
- Coordinate content requests across multiple projects
- Liaise with academics and professional staff to gather information.
- Monitor production timelines and support launch deliverables.

QUALIFICATIONS, EXPERIENCE AND SKILLS

Essential:

- Relevant tertiary qualification in Marketing, Communications, or a related discipline; or an equivalent combination of education, training and relevant professional experience.
- Demonstrated experience producing high-quality marketing and communications content across digital, print and multimedia channels, including websites, social media, email communications and publications.
- Experience coordinating content development and production activities involving multiple stakeholders, contributors and external suppliers to deliver agreed outcomes within established timeframes.
- Sound knowledge of contemporary content marketing, digital communications, audience engagement principles and the application of brand standards.
- Highly developed written communication, copywriting and editing skills, with the ability to adapt content for diverse audiences and communication channels.
- Strong organisational, project coordination and stakeholder relationship management skills, including the ability to manage competing priorities and deliver high-quality outcomes in a fast-paced environment.
- Demonstrated ability to exercise sound judgement, work independently under general direction and contribute effectively within a collaborative team environment.

Desirable

- Experience within the higher education, education or international student recruitment sectors.
- Experience using content management systems and coordinating external creative suppliers, including photographers, videographers and design agencies.

KEY RELATIONSHIPS

This position reports to: Marketing Manager, International

This position supervises: Nil

Key internal relationships:

- Marketing and Communications Lead, India
- International Recruitment Team
- University Communications Team
- Digital Marketing Team
- Academic and Professional Staff supporting India operations

Key external relationships:

- Photographers
- Videographers
- Graphic Designers
- Print Suppliers

- Alumni and Student Ambassadors

CHALLENGES

- Delivering a high volume of content within compressed launch timeframes.
- Coordinating multiple concurrent projects.
- Maintaining consistent branding across all materials.
- Working with stakeholders across Australia and India.

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 of People

Date: 31/07/2026