



## POSITION DESCRIPTION

Position Title:	<b>PROJECT SUPPORT OFFICER</b>
Position Number(s):	HEW LEVEL 5
Classification:	7011357
Supervisor:	EXECUTIVE OFFICER
School/Office:	DIVISION OF THE DEPUTY VICE-CHANCELLOR INDIGENOUS LEADERSHIP
Division:	DIVISION OF THE DEPUTY VICE-CHANCELLOR INDIGENOUS LEADERSHIP

***This is an identified position and applicants must be an Aboriginal and/or Torres Strait Islander person. Being an Aboriginal and/or Torres Strait Islander person is a genuine occupational qualification as authorised under Section 14(D) of the NSW Anti-Discrimination Act, 1977 NSW***

### ABOUT WESTERN SYDNEY UNIVERSITY

Western Sydney University is a modern, forward-thinking, research-led university, located in the heart of Australia's fastest-growing, economically significant region. The University has 11 campuses in Sydney, and campuses in Ho Chi Minh City, Vietnam and Surabaya, Indonesia. Two campuses are planned in India. The University has more than 200,000 alumni, almost 50,000 students and approximately 3,500 staff.

Our Schools teach an array of programs and degrees carefully structured to meet the demands of future industry and the University is ranked in the top two per cent of universities worldwide, with over 85 per cent of its assessed research rated at 'World Standard' or above. In 2022, 2023, and 2024 the University was placed 1<sup>st</sup> worldwide and in Australia for its commitment to the United Nations' Sustainable Development Goals in the Times Higher Education (THE) University Impact Rankings.

Our Strategic Plan stipulates that, starting in Western Sydney, our students will succeed, our research will have impact and our communities will thrive through our commitment to excellence, sustainability, equity, transformation and connectedness.

The mission is driven by four strong values:

1. Boldness
2. Integrity
3. Fairness
4. Excellence

### ABOUT THE SCHOOL/OFFICE

The Division of the Deputy Vice-Chancellor Indigenous Leadership (DVCIL) at Western Sydney University is a dynamic and visionary portfolio committed to advancing Indigenous excellence, leadership, and engagement across all facets of the University.

With a strong focus on social justice, cultural integrity, and transformative leadership, the DVCIL Division is central to Western Sydney University's commitment to truth-telling, creating culturally safe places and spaces, and the celebration of Indigenous knowledges and perspectives.

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### POSITION PURPOSE

The Project Support Officer will liaise on behalf of the Deputy Vice-Chancellor, Indigenous Leadership with the Office of Student Experience and Marketing to ensure Indigenous students and staff are supported appropriately. The role supports the management of projects, liaison with stakeholders, external agencies and assists the Media and Public Relations (PR) team with designing, implementing and evaluating innovative media strategies and identifying media opportunities for the Office of the Deputy Vice-Chancellor, Indigenous Leadership and the University. The Project Support Officer contributes to the broader media and public relations strategy for the University, and makes a strong contribution to helping shape the University's external image and public perceptions among its many stakeholder groups.

### KEY RELATIONSHIPS

This position reports to the Executive Officer

This position has no supervisory responsibilities.

### MAIN DUTIES AND RESPONSIBILITIES

#### 1. Media Support and Strategic Advice

- Provide professional media support to the Deputy Vice-Chancellor, Indigenous Leadership.
- Ensure media services are delivered in a timely, efficient, and professional manner.
- Collaborate with the Media and Public Relations team on joint University projects and announcements, including liaison with government and external organisations.

#### 2. Stakeholder Engagement and Relationship Management

- Establish and maintain positive relationships with key stakeholders across Western Sydney University, including Schools, Institutes, Research Centres, and the Executive.
- Engage internal stakeholders through regular communications, meetings, and ongoing collaboration.
- Develop and manage key relationships to support Indigenous leadership initiatives.

#### 3. Media Content Creation and Dissemination

- Research, write, and disseminate high-quality media material on behalf of the University, including media releases, expert commentary, and story pitches.
- Publish high-quality news content across the University's owned news channels and social media platforms.
- Generate impactful media coverage across a wide range of media outlets.

#### 4. Media Relations and Outreach

- Develop and maintain strong relationships with journalists and editors across local, national, and international media, particularly Indigenous media such as Koori Mail and NITV.
- Foster media interest in University research and commentary through proactive engagement.
- Provide assistance and support to media representatives, including after-hours inquiries.
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## MAIN DUTIES AND RESPONSIBILITIES

### 5. Digital and Social Media Engagement

- Provide timely updates and campaigns on social media platforms.
- Increase engagement and visibility of Indigenous leadership initiatives through effective digital communication.
- Monitor and respond to social media trends relevant to the Division's objectives.

### 6. Indigenous Communications and Storytelling

- Develop and maintain a newsletter highlighting Indigenous success stories, opportunities, news, and events.
- Enhance communication channels and participation in Indigenous initiatives across the University and its communities.
- Promote Indigenous voices and achievements through strategic storytelling.

### 7. Media Monitoring and Reporting

- Monitor and review media coverage relevant to the Division and the University.
- Provide regular feedback and media analysis to internal stakeholders.
- Assist with the annual media analysis report to track coverage and evaluate media strategies.

## KEY CAPABILITIES

1. This is an identified position and applicants must be an Aboriginal and/or Torres Strait Islander person. Being an Aboriginal and/or Torres Strait Islander person is a genuine occupational qualification as authorised under Section 14(D) of the NSW Anti-Discrimination Act, 1977 NSW.
2. Completion of a degree and/or equivalent professional experience and training in media relations.
3. High level written communication, interpersonal, liaison and customer service skills.
4. High level analytical and problem-solving skills and ability to identify and act on strategic media opportunities.
5. Demonstrated experience engaging with social media channels.
6. Strong customer focus and commitment to best practice and quality service delivery.
7. Ability to work as part of a small team as well as work independently without close supervision.
8. Ability to handle sensitive and confidential information and adhere to relevant University policies.
9. Demonstrated experience working with Indigenous people and communities.

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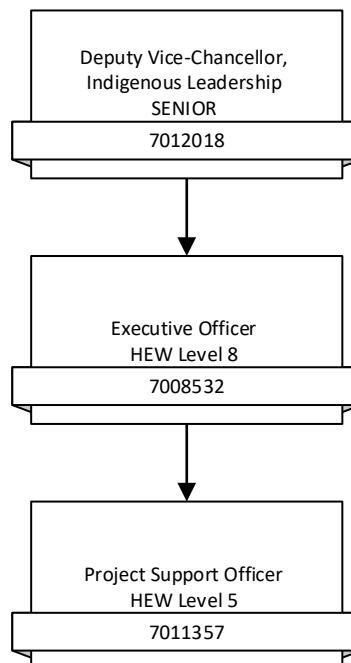


## UNIVERSITY EXPECTATIONS

Ensure you are aware of and comply with legislation and University policies and procedures relevant to the duties undertaken including, but not limited to:

- [Code of Conduct](#);
- [Work Health and Safety and Wellbeing Management System](#);
- [Western Sydney University Professional Staff Agreement 2022](#);
- [Western Sydney University Academic Staff Agreement 2022](#);
- Anti-Discrimination principles, Equal Employment Opportunity and staff and student equity.

## ORGANISATIONAL CHART



Position Description approved by:	Senior HR Partner as Minor Changes
Date:	09/06/2025
Position Description last reviewed by:	HR Advisor
Date:	09/06/2025