

Position Title	Digital Engagement Lead	
Division / Portfolio	Student Engagement	
Position Number	3305	
Salary Agreement/Award	Curtin Student Guild Enterprise Agreement	
Position Classification	Level 4	
Nature of Employment	Full-Time / Part-Time considered	
Reporting Structure	<p>This position reports to General Manager Student Services (or other role designated by the Managing Director)</p> <hr/> <p>Positions reporting to this position Nil</p>	
Our Mission	To enrich the student experience through a strong student voice and inclusive services, whilst fostering a vibrant and fun community.	
Our Vision	To be the leading and most trusted, independent, student-run organisation in Australia, that is highly valued by our students, the broader sector and community.	
Our Values	Autonomy Equity Accountability Community Sustainability	
Purpose of Position	<p>The Digital Engagement Lead is responsible for developing, implementing, and optimising the Guild’s digital engagement strategy across social media, email marketing, and the Guild’s website. This role ensures that digital channels effectively support student engagement, campaigns, services, and advocacy initiatives by delivering relevant, timely, and data-informed content.</p> <p>Working collaboratively with the Creative Lead (Multimedia & Content), the Marketing & Communications Lead, Student Representatives, and internal stakeholders, the Digital Engagement Lead oversees the day-to-day management of the Guild’s digital platforms, driving meaningful interactions and ensuring a consistent and accessible student experience. The position plays a key role in monitoring digital performance, identifying opportunities for improvement, and ensuring all activity aligns with the Guild’s Mission, Vision, Values, and brand guidelines.</p>	

KEY DUTIES AND RESPONSIBILITIES

Responsibilities may include but are not limited to:

1. Digital Strategy, Planning & Optimisation

- Develop and implement a comprehensive Digital Engagement Strategy with key focus areas across social media, email marketing, website optimisation, and data-driven engagement pathways.
- Translate campaign and organisational objectives into clear digital plans, including target audiences, channel selection, key messages, and performance expectations.
- Liaise with internal clients, Student Engagement team members, and management to develop digital content plans that support student-focused campaigns and service priorities.
- Design and implement user journeys and email automation flows that enhance student experience and maximise engagement across digital platforms.
- Use platform insights and analytics to monitor, evaluate, and optimise digital content and campaign performance.
- Continually refine digital workflows, channel strategies, and processes to align with Guild values, brand guidelines, accessibility expectations, and emerging best practice.

2. Digital Content Development & Channel Execution

- Plan, schedule, and deliver engaging, on-brand content across social media, website, email, and associated digital platforms.
- Ensure all content is timely, relevant, accurate, and resonates with Curtin students across diverse cohorts.
- Produce basic digital collateral (e.g., simple graphics, short-form video edits), collaborating with the Creative Lead (Multimedia & Content) to ensure high-quality visual outputs.
- Work closely with the Creative Lead to coordinate and capture photography and videography for digital channels and campaigns.
- Update and maintain website content, ensuring accuracy, SEO best practice, and alignment with campaign objectives.
- Draft, build, and schedule email campaigns, supporting internal and external communications through targeted and segmented messaging.

3. Social Media Management (Paid & Organic)

- Manage day-to-day operations of Guild social media channels, including content scheduling, moderation, community engagement, and escalation of issues when required.
- Plan and execute paid advertising campaigns across social platforms to support recruitment, participation, advocacy, or event objectives.
- Develop and implement social media promotions, competitions, and interactive activities that drive student engagement.
- Provide advice and support to Student Representatives and affiliated accounts to ensure consistent, safe, and effective platform use.
- Monitor trends, emerging behaviours, platform updates, and student digital preferences, providing recommendations for innovation and improvement.

4. Data, Analytics & Continuous Improvement

- Analyse digital channel performance across email, social media, website, and advertising to identify trends, strengths, challenges, and opportunities.
- Develop and maintain dashboards and reporting mechanisms to track key engagement metrics and KPIs for internal clients and leadership.
- Use insights and evidence to inform campaign decisions, optimise content, refine user journeys, and guide future strategy.

- Identify and recommend tools, platforms, and resources that improve efficiency, audience targeting, and digital delivery across Student Engagement.

5. Collaboration & Stakeholder Engagement

- Work collaboratively with internal stakeholders to ensure digital messaging supports Guild objectives and responds to student needs.
- Build and maintain strong relationships with Guild departments, University teams, and community partners to support integrated digital campaigns.
- Represent the Student Engagement team on relevant Guild or University committees, contributing digital expertise and insights.
- Support cross-functional campaign planning and ensure alignment between digital, creative, and communications activities.

6. Other Responsibilities

- Assist with the development, implementation and review of the services offered by the Student Engagement department
- Perform other reasonable duties as required, aligned with the scope of the role.

CRITERIA

<p>Qualifications</p>	<ul style="list-style-type: none"> • A Tertiary qualification in Marketing and/or Communications (or an equivalent level of skills and knowledge gained from extensive practical experience in a similar role).
<p>Knowledge, Experience and Skills</p>	<ul style="list-style-type: none"> • Minimum 5 years' experience in a digital marketing, digital engagement, or similar role with demonstrated responsibility for managing multi-channel digital platforms. • Strong experience in developing and executing social media strategies across platforms such as Instagram, Facebook, TikTok, LinkedIn, and YouTube, including both organic and paid activity. • Demonstrated experience in email marketing, including segmentation, automation workflows, and performance optimisation. • Experience managing and updating websites using a content management system (CMS), with an understanding of user experience (UX), accessibility, and basic SEO principles. • Strong proficiency in data analytics, including interpreting metrics from social media insights, email platforms, digital advertising dashboards, and Google Analytics (GA4 or equivalent). • Ability to translate data into actionable insights, recommendations, and continuous improvement initiatives to enhance student engagement. • Demonstrated ability to plan and deliver content calendars, multi-channel campaigns, and digital assets that reflect organisational priorities.

	<ul style="list-style-type: none"> • Experience producing basic digital content (graphics, short videos, email layouts), with the ability to collaborate effectively with creative specialists. • Excellent communication, collaboration, and stakeholder-engagement skills, with the ability to work across diverse teams and manage competing priorities. Strong organisational skills with the ability to manage multiple deadlines, adapt to changing situations, and work both independently and as part of a team.
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Desirable	<ul style="list-style-type: none"> • Experience working in a student-focused, youth-oriented, or community-based organisation. • Knowledge of digital advertising platforms including Meta Ads Manager, TikTok Ads, and LinkedIn Campaign Manager. • Experience using email automation platforms, CRM systems, and digital communication tools. • Understanding of privacy, data handling, and best-practice digital communication compliance requirements. • Familiarity with the Microsoft Office Suite and general digital workflow tools. • Awareness of trends in youth digital behaviour, social media consumption patterns, and emerging digital engagement practices. • Understanding of the Australian higher education environment, student issues, or youth engagement trends. • Working knowledge of Canva and/or Adobe Suite
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WORK REQUIREMENTS

- Ability and capacity to work outside of normal office hours when required.

COMPLIANCE AND LEGISLATIVE REQUIREMENTS

Guild Values and Code of Conduct:
 You must commit to and uphold the Guild’s Mission, Values and Code of Conduct. For more information please visit [here](#).

Occupational Safety and Health
 At the Guild, safety is the responsibility of all staff. All supervising staff and managers are obliged to ensure the Guild’s safe systems of work are being applied in areas under their control. You are expected to comply with these safety systems and follow reasonable directions given in relation to workplace safety and health. Acting in a manner which puts you or others at risk of serious injury or illness may lead to you becoming the subject of disciplinary action.

Diversity, Equity, Equality and Fairness
 You are expected to value and celebrate diversity, and to:

- Cultivate a community which enables its members to achieve their full potential
- Embrace, promote and celebrate diversity within our Community and ensure equality of opportunity

You must familiarise yourself and comply with all other Guild policies, procedures and legislation relevant to this position.