



## **Digital Engagement Lead**

### **Curtin Student Guild**

Help shape an engaging and connected digital experience for students at WA's largest student-led Guild. Curtin Student Guild supports students academically, financially, and socially while coordinating clubs, events, and on-campus services. We're seeking a proactive Digital Engagement Lead to assist with social media, website, email, and digital campaigns, driving student engagement in a dynamic, student-focused environment.

### **What you'll do**

Reporting to the General Manager – Student Services, you will:

- Develop and implement multi-channel digital strategies across social, email, and web platforms.
- Plan, create, and schedule engaging content, including graphics and short videos, in collaboration with creative specialists.
- Manage day-to-day social media, including community engagement, moderation, and paid campaigns.
- Maintain and optimise website content with attention to UX, accessibility, SEO, and student experience.
- Translate campaign objectives into actionable plans, user journeys, and measurable outcomes.
- Monitor analytics, develop reports, and provide insights to continuously improve engagement and campaign performance.
- Work closely with internal teams, Student Representatives, and external partners to align digital campaigns with student needs.
- Provide guidance on best-practice digital communications and support cross-functional initiatives that enhance the student experience.

### **What you'll bring**

We are looking for a motivated and organised professional who enjoys driving student engagement through digital channels.

#### **Essential skills and experience:**

- Tertiary qualification in Marketing, Communications, or equivalent practical experience in digital engagement.
- Minimum 5 years' experience in digital marketing, digital engagement, or similar roles managing multi-channel platforms.
- Strong experience in social media strategy (Instagram, Facebook, TikTok, LinkedIn, YouTube) including organic and paid campaigns.

- Demonstrated email marketing experience with segmentation, automation workflows, and performance optimisation.
- CMS website management experience with understanding of UX, accessibility, and basic SEO.
- Proficiency in data analytics, including Google Analytics (GA4), social insights, and digital dashboards.
- Ability to turn data into actionable insights and optimise engagement.
- Experience planning content calendars, campaigns, and producing basic digital assets.
- Excellent communication, collaboration, and organisational skills.

Desirable:

- Experience in student-focused, youth-oriented, or community-based organisations.
- Knowledge of digital advertising platforms (Meta, TikTok, LinkedIn) and email automation/CRM tools.
- Understanding of privacy, data handling, and digital communication compliance.
- Awareness of youth digital behaviour, trends, and emerging engagement practices.
- Familiarity with Microsoft Office Suite, Canva, and/or Adobe Suite.
- Understanding of higher education, student issues, or youth engagement trends.

### Why you'll love it here

At Curtin Student Guild, you'll join a supportive, purpose-driven team where you can:

- Help build a vibrant digital presence that connects students to clubs, events, and services.
- Work in a collaborative, student-led, and purpose-driven team.
- Gain hands-on experience in digital campaigns, content creation, and engagement strategy.
- Contribute to meaningful initiatives that enhance the Curtin student experience.
- Enjoy flexible arrangements, professional development, and a dynamic campus environment.

This is a Full-time role.

Enquiries about the role can be made by contacting Moira Anylsey, General Manager – Student Services, on 9266 2924 or via email [m.aynsley@guild.curtin.edu.au](mailto:m.aynsley@guild.curtin.edu.au).

Curtin Student Guild is an equal opportunity employer, and individuals of Aboriginal or Torres Strait Islander descent and living with disability are encouraged to apply.

To apply for this position, please forward your resume and a cover letter addressing the job requirements and telling us why you're the right fit to [hr@guild.curtin.edu.au](mailto:hr@guild.curtin.edu.au).

Note: Appointment is subject to required background and compliance checks, including a National Police Check.

If you have any questions or enquiries about the role, contact us through the above email address.

Applications close: **Wednesday 8 April 2026 at midnight AWST** – Note, only shortlisted candidates will be contacted.