


JOB DESCRIPTION

Position Title	Marketing and Communications Lead	
Division / Department	Student Engagement	
Position Number	3329	
Salary Agreement/Award	Curtin Student Guild Enterprise Agreement	
Position Classification	Level 4	
Nature of Employment	Part time	
Reporting Structure	This position reports to General Manager – Student Services (or other role designated by the Managing Director)	
	Positions reporting to this position Nil	
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 Marketing & Communications Lead is responsible for developing, delivering, and overseeing clear, consistent, and engaging communications that support the Guild’s student engagement priorities, services, campaigns, and advocacy initiatives. The role shapes the Guild’s narrative by crafting key messages, producing high-quality written content, and coordinating communication activity across web, email, social, print, and internal channels.</p> <p>Working collaboratively with the Creative Lead (Multimedia & Content), the Digital Engagement Lead, Student Representatives, and internal stakeholders, this position ensures that all communications reflect the Guild’s Mission, Vision, Values, and brand guidelines while meeting the needs of Curtin students. The Marketing & Communications Lead plays a central role in supporting student-focused campaigns, strengthening stakeholder relationships, and enhancing the visibility, impact, and reputation of the Guild’s work across the student community and wider sector.</p>	

KEY DUTIES AND RESPONSIBILITIES

Responsibilities may include but are not limited to:

1. Communications Strategy and Planning

- Develop and implement an integrated marketing and communications plan that supports Student Engagement priorities, major campaigns, and advocacy objectives.
- Translate organisational and campaign objectives into audience-centred messaging frameworks, key messages, and content plans.
- Maintain messaging consistency and alignment with Guild brand, values, tone and style guidelines, working closely with Creative and Digital Leads
- Coordinate content calendar and approval workflows that coordinates email, web, social, print, and media activity across the team.

2. Copywriting, Editing & Content Development

- Write and edit high-quality copy for website, email, marketing collateral and landing pages.
- Provide advice to staff and Student Representatives on the Guild's brand voice
- Simplify complex information into clear, student-friendly language; ensure accessibility and readability standards.
- Create message packs and content toolkits for Student Representatives, services, events, and campaigns to ensure consistent voice and usage across channels.
- Act as final editor/QC for written materials before publication, ensuring accuracy and alignment with objectives and brand guidance.

3. Advocacy Campaign Communications

- Support advocacy initiatives with communications that inform, mobilise, and influence (briefing notes, position statements, talking points, petitions, fact sheets, stakeholder packs).
- Coordinate messaging across internal stakeholders and external partners to ensure clarity, evidence-base, and reputational alignment.
- In collaboration with Student Representatives plan and deliver advocacy communications timelines (pre-launch, launch, sustain, and follow-up), coordinating creative assets and digital activation with the other Leads.

4. Channel Integration (Email, Social, Web) — in partnership with Digital Engagement Lead

- Provide campaign briefs, target audiences, value propositions, and CTAs to guide email journeys, social programming, and web updates.
- Align content calendars and ensure messaging coherence across email, social (paid and organic), and website; adapt copy for channel and format.
- Maintain consistency between visual identity and written voice across all

5. Stakeholder & Internal Communications

- Prepare internal announcements, and campaign communications that keep staff, students, and partners informed and aligned.
- Coordinate with Student Representatives, clubs, and service areas; provide message guidance and templates for their channels.

6. Media & Public Relations Support

- Draft media releases, media backgrounders, and talking points; coordinate approvals and distribution.
- Support media monitoring, issues identification, and basic reputation management responses in collaboration with leadership.

- Curate and develop case studies, testimonials, and success stories for media and thought leadership opportunities.

7. Processes, Tools & Knowledge Management

- Maintain message libraries, boilerplates, glossaries, and FAQ repositories; ensure easy reuse across teams.
- Standardise brief templates and approval processes to streamline delivery and reduce rework.
- Contribute to the digital asset library for copy blocks, captions, and long-form content to complement design assets

10. Operational Support and Other Responsibilities

- Assist with the development, implementation, and review of services within the Student Services department.
- Identify tools and resources to streamline workflows and improve team efficiency.
- Foster strong relationships across the Guild and University community.
- Promote and uphold the Guild’s Mission, Vision, Values, and Code of Conduct in all activities.
- Maintain awareness of industry trends and developments to inform continuous improvement.
- Perform other duties as directed, aligned with the scope of the role.

CRITERIA

Qualifications

- 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).

Knowledge, Experience and Skills

Essential

- Minimum 5 years’ experience in a marketing, communications, public relations, or similar role with demonstrated responsibility for messaging, copywriting, and campaign communication.
- Strong ability to write and edit a wide range of content including web copy, email communications, campaign messaging, social copy, promotional materials, reports, and advocacy documents.
- Demonstrated experience developing and implementing communication plans for campaigns, projects, or organisational initiatives.
- Proven ability to translate complex information into clear, student-focused messaging that is accessible, inclusive, and aligned with brand guidelines.
- Experience supporting or coordinating advocacy, stakeholder, or issues-focused communications, including the development of briefing notes, position statements, FAQs, or public-facing updates.
- Strong understanding of digital communication channels (email, social, web) and how to tailor messaging to different platforms and audiences.
- Excellent stakeholder management skills with the ability to work collaboratively with a wide range of internal clients, student leaders, and external partners.
- High level of organisational and project management skills with the ability to work independently, manage multiple deadlines, and adapt to changing priorities.

	<ul style="list-style-type: none"> • Exceptional communication and interpersonal skills, with strong attention to detail and a commitment to accuracy and quality. <p>Desirable</p> <ul style="list-style-type: none"> • Experience working within a student-focused, membership-based, or community-driven organisation. • Experience developing media releases, media statements, or media briefing materials. • Working knowledge of content management systems, CRM or email marketing tools, and basic SEO principles. • Familiarity with brand management, tone-of-voice development, and messaging guidelines. • Understanding of insights and analytics tools to assist in evaluating message effectiveness and audience engagement. • Knowledge of Microsoft Office, with the ability to prepare professional documents, reports, and communications. • Understanding of the Australian higher education environment, student issues, or youth engagement trends.
Uniform Requirements	<ul style="list-style-type: none"> • Office Attire, neat smart casual attire • Uniform may be prescribed for service delivery requirements - to be laundered by you and always of a high standard.
Other relevant job information	<ul style="list-style-type: none"> • The occupant may be required to work specified hours to suit the needs of the business. • The occupant may be required to work non-standard hours to suit the needs of the Guild’s business activities and that of their team.
WORK REQUIREMENTS	
<ul style="list-style-type: none"> • National Criminal record check • Other licences and certifications as and when required for the role • A level of fitness commensurate with the position, pre-employment medical exam may be required • Ability and capacity to work outside of normal office hours when required • Class C WA drivers licence or equivalent 	
COMPLIANCE AND LEGISLATIVE REQUIREMENTS	
<p>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.</p> <p>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.</p>	

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.