



Marketing and Communications Lead

Curtin Student Guild

Help shape a cohesive, impactful, and student-focused marketing and communications program 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 Marketing & Communications Lead to drive strategic communications, campaigns, and advocacy initiatives that strengthen the Guild's brand, voice, and connection with students.

What you'll do

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

- Develop and lead integrated marketing and communications strategies across email, web, social, print, and media channels that support organisational priorities and campaigns.
- Translate objectives into clear messaging frameworks, content plans, and measurable outcomes, ensuring all communications reflect the Guild's brand, tone, and values.
- Oversee content creation, review, and editing for campaigns, websites, emails, marketing collateral, and advocacy materials, providing guidance on brand voice and accessible, student-focused messaging.
- Lead advocacy and stakeholder communications, including briefing notes, position statements, talking points, petitions, and coordinated messaging across internal teams, Student Representatives, and external partners.
- Plan and manage communications timelines for campaigns and advocacy initiatives, coordinating creative and digital activation with team leads.
- Manage media and public relations activities, including drafting releases, curating success stories, and supporting thought leadership opportunities.
- Maintain communication resources and templates, including message libraries, boilerplates, glossaries, and campaign toolkits, to ensure consistency and efficiency across the team.

What you'll bring

We are looking for a motivated and strategic professional who excels at leading marketing and communications initiatives, driving engagement, and shaping a consistent brand and voice.

Essential skills and experience:

- Tertiary qualification in Marketing, Communications, or equivalent practical experience.
- Minimum 5 years' experience in marketing, communications, public relations, or similar roles with responsibility for strategy, messaging, and campaign leadership.
- Proven ability to develop and implement integrated communications plans for campaigns, projects, or organisational initiatives.

- Strong copywriting and editing skills across multiple channels (web, email, social, print, advocacy).
- Experience translating complex information into clear, accessible, student-focused messaging aligned with brand guidelines.
- Experience supporting or coordinating advocacy, stakeholder, or issues-focused communications.
- Proficiency in digital communication channels (email, social, web) and tailoring messaging to audience and platform.
- Excellent stakeholder management, collaboration, organisational, and project management skills.

Desirable:

- Experience in student-focused, membership-based, or community-driven organisations.
- Experience developing media releases, statements, and briefing materials.
- Working knowledge of CMS, CRM/email marketing tools, and basic SEO principles.
- Familiarity with brand management, tone-of-voice development, and messaging guidelines.
- Understanding of audience insights and analytics to evaluate communication effectiveness.
- Knowledge of Microsoft Office Suite, Canva, and/or Adobe Suite.
- Understanding of the Australian higher education environment, 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:

- Lead communications that connect students to clubs, events, services, and advocacy initiatives.
- Work in a collaborative, student-led, purpose-driven team.
- Influence strategy across campaigns, marketing, and advocacy communications.
- Contribute to initiatives that enhance the Curtin student experience.
- Enjoy flexible arrangements, professional development, and a dynamic campus environment.

This is a part-time role, 0.8 FTE.

Enquiries about the role can be made by contacting Moira Anylsey, General Manager – Student Services, on 9266 2924 or via email m.anylsey@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.

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.