

Position Title: Student Communications Coordinator	Business Unit: Student Operations
Reports To: Student Engagement Manager	Direct Reports: No
Employment Type: Full Time	Classification: General Staff Level 5 – Education Services (Post Secondary Education) Award 2020
Budget responsible for: N/A	Location: Wellington Street Campus
Purpose of the Role	
The Student Communications Coordinator is responsible for developing and delivering communication strategies that enhance the student experience across all stages of the student lifecycle. This role has a strong cross-functional component to ensure a consistent and engaging student voice aligned with Collarts’ values and tone, supporting onboarding, academic, administrative, and student support communications. The role is also responsible for mapping the student journey and aligning communication plans for new and continuing students, including onboarding communications in collaboration with Marketing, Recruitment, Events, Campus, and Support teams. The Coordinator also manages student and community platforms, such as the Student Portal (MyCollarts) and Neutopia Community, and ensures all student-facing systems, including the LMS, are aligned to deliver a cohesive, accessible, and user-friendly support ecosystem. The Student Communications Coordinator plays a pivotal role in shaping and delivering communications across the student lifecycle. This role involves coordinating resources and content creation, and requires strong communication skills, initiative, sound judgment, and specialist expertise. The Coordinator contributes to a vibrant and inclusive student community. This position is based at the Wellington Street campus in Collingwood with a requirement to be present and visible at the other campuses on a regular basis. In this role there may be occasional times when working outside of normal hours is necessary to coordinate events, meet project deadlines or operational needs.	
Strategic Goals the role contributes to the success of achieving	
We will better prepare students for study with foundation courses that build capacity, capability and confidence. Our student support will be world-class, adapting to the needs of our diverse cohorts. We will partner with students to codesign an outstanding student experience. We will launch an alumni program that connects our graduates, providing a launchpad that accelerates careers. We will help our graduates thrive in the world and stay skilled ahead of rapid industry transformations. We will lay the groundwork for a consolidated campus footprint from 2028, bringing staff and students together for a one-Collarts campus experience. We will continue to invest in both online and on-campus infrastructure, mindful of our commitment to be experience-rich and materials light. We will be relentless in our pursuit of seamless, efficient ways of working, leaving creativity for the classroom. Our operations roadmap and financial plan will focus on taking the effort out of administration and delivering improved, sustainable margins.	

Key Outcomes

Student Experience Alignment:

- Student communications strategies and plans are aligned to Collarts Goals and Student Experience Framework.
- Student Journey Mapping is implemented and used to inform student communication strategies across different cohorts.

Enhanced Student Engagement:

- Increased student participation in events, programs, and initiatives as a direct result of targeted communications.
- Positive feedback from students regarding the clarity, relevance, and inclusivity of communications.

Timely and Effective Communication:

- All student-facing communications are delivered on schedule and aligned with operational and engagement calendars.
- Crisis and urgent communications are disseminated promptly and accurately, supporting student wellbeing.

Consistent Brand and Messaging:

- All communications reflect Collarts' values, voice, and commitment to diversity and inclusion.
- Messaging is consistent across all platforms and channels.

Resource Accessibility:

- Student resources on MyCollarts and other platforms are up-to-date, easily accessible, and regularly reviewed for accuracy.
- Campaigns promoting student engagement, support or wellbeing initiatives are rolled out consistently across campuses and online and community platforms.

Data-Driven Improvements:

- Regular analysis of engagement metrics leads to actionable recommendations and measurable improvements in communication strategies.

Collaboration and Stakeholder Satisfaction:

- Positive working relationships with the Student Engagement Manager, Student Operations, Marketing, and Student Support teams.
- Stakeholder feedback indicates satisfaction with communication support and outcomes.

Continuous Improvement:

- Communication processes and tools are regularly reviewed and refined to enhance efficiency and effectiveness.

Key Accountabilities

The following accountabilities are not exhaustive, and others may be included as directed and in alignment with the role classification level.

- Design, implement, and evaluate communication strategies to support student engagement and operational objectives.
- Design and manage onboarding communications to ensure a smooth transition for new students through stage 1.
- Design and manage transition communications as students transition from stage 1 through to completion.
- Map the student journey to identify key touchpoints and communication needs.
- Ensure automated communications from student systems (Salesforce and LMS) are aligned with the communication plans across the lifecycle.
- Draft or co-ordinate, edit, and distribute high-quality content for newsletters, announcements, campaigns, student portal, community platforms and social media.

- Collaborate with the Student Engagement Manager and cross-functional teams including Marketing & Recruitment to ensure consistent and effective messaging across the lifecycle.
- Lead the communication planning for student events, including promotional campaigns and post-event communications.
- Manage the student portal (MyCollarts) and Neutopia platform, including cross-functional coordination of content plans that foster student connections, engagement and community.
- Maintain updated student resources, including the Student Handbook on MyCollarts and other platforms, ensuring accessibility and relevance.
- Analyse communication outcomes and student engagement data, providing regular reports and recommendations.
- Supervise interns or placement students (as required) to support the delivery of key outcomes within this role.
- Manage urgent and crisis student communications as required.
- Contribute to the continuous improvement of communication processes and tools.
- Uphold Collarts' commitment to diversity, equity, and inclusion in all communications.
- Maintain full compliance with all relevant legislation and regulations, including but not limited to:
 - education legislation such as HESF, ESOS and the requirements of CRICOS / National Code,
 - quality standards issued by education regulators TEQSA and ASQA,
 - consumer protection and human rights legislation including anti-discrimination protections, and
 - workplace health and safety legislation and associated safety instructions.

Selection competencies

Essential competencies

- Extensive experience and specialist expertise in student support and engagement.
- Graduate or professional with subsequent relevant work experience.
- Demonstrated ability to innovate and take responsibility for design, developing, testing and outcomes of initiatives.
- Demonstrated ability to undertake planning of initiatives involving resources and/or involvement from range of stakeholders.
- Proficiency in interpreting policies, procedures, systems, processes and techniques and how they interact with other related functions.
- Ability to adapt procedures and techniques as required to achieve objectives without impacting on other areas.
- Highly developed written and verbal communication skills, with strong attention to detail and an inclusive approach.
- Proven ability to manage multiple projects, set priorities, and meet deadlines independently.
- Proficiency in digital communication tools (e.g., email, social media, CMS).
- Strong analytical and reporting skills.
- Demonstrated initiative and ability to exercise sound judgment.
- Commitment to diversity, equity, and student wellbeing.

Desirable competencies

- Experience in post-secondary or creative education settings.
- Familiarity with platforms such as Canvas and Salesforce.
- Understanding of student engagement and wellbeing best practices.

Our Collarts Values

All employees are required to conduct themselves in accordance with the Code of Conduct and associated Human Resources policies and uphold Collarts core values of:

CURIOSITY Play, have fun, try new things, experiment, adapt and learn. Accept ambiguity and uncertainty. Embrace nuance and complexity. Ask questions and be open minded.

KINDNESS Get to know people, be gentle and respectful. Ask for help and help others. Be generous, humble and compassionate. Make kindness the currency of authentic relationships.

CONNECTION Share information freely, listen deeply and be honest. Invite people in. Build trust. Find collaborators who yearn for the same things. Have faith in the power of the team.

COURAGE Take risks. Be ambitious and determined. Find your voice: speak up and be vulnerable. Persevere. Practise progress over perfection. Make failure a step towards success.

MASTERY Immerse in the creative process. Find your thing: show grit in the face of struggle. Hone your craft and artistry. Challenge yourself in the relentless pursuit of excellence.