

POSITION DESCRIPTION



SECTION A: Position Context

Position Title	Officer, Social Media and Digital Engagement
Position Grade	E1 - Officer
Category	Executive
Campus / Unit	Sarawak Campus – Future Students
Term of Appointment	Full-time Appointment
Effective Date	June 2025

Position Purpose

The University has a desire to communicate information about its courses, capabilities and activities to the public, potential and existing students, staff members, industry and government through a variety of media including press, radio, television and the web. In addition to this, the University aims to maintain a very high profile in its target markets through the distribution of high-quality content which builds positive feelings towards the Swinburne brand. This position will support the University's marketing and communications needs. It is anticipated that Swinburne Sarawak will expand rapidly and that the responsibilities and scope of the position will grow accordingly.

The position resides within the Future Students Unit and will report directly to the Assistant Manager, Digital Marketing.

This position is responsible primarily for the social media platforms of the University and aims to ensure a positive and exciting image of Swinburne Sarawak both internally and externally. This includes:

- providing a 'whole of university' approach in developing the communications and content strategy;
- offering a highly responsive and relevant service to internal and external clients;
- assisting with media and event management;
- exploring new and innovative ways of building affinity for the Swinburne brand through content; and
- using the latest technology to enhance and streamline communications services.

The position works closely with academic and professional staff at Swinburne Sarawak and liaises with staff at other Swinburne campuses to ensure consistency in corporate style and efficient use of resources.

Participation on Committees

The position will be required to participate in relevant committees as and when needed and as directed by the Executive, Communications; or Assistant Manager, Digital Marketing; or Manager, Prospect Experience; or Director, Future Students; or any other person as assigned by an authorised personnel.

Supervision Reporting Relationships

This position's supervisor/manager	Assistant Manager, Digital Marketing; or any other person as assigned by an authorised personnel
Other positions reporting to this position	None

Location

This position is located at the Swinburne University of Technology Sarawak Campus.

SECTION B: Key Responsibility Areas

The key responsibility areas (KRAs) are the major outputs for which the position is responsible and are not a comprehensive statement of the position activities.

KEY RESPONSIBILITY AREAS		
1.	SOCIAL MEDIA MANAGEMENT	<ul style="list-style-type: none"> Manage the University's official social media accounts (e.g., Facebook, Instagram, TikTok, LinkedIn, X, etc.) to ensure consistent, on-brand, and high-quality content that supports recruitment, engagement, and brand awareness goals. Develop and implement social media strategies and content calendars aligned with marketing campaigns and institutional objectives. Collaborate with internal stakeholders to plan and produce engaging multimedia content including captions, graphics, reels, and short-form videos. Monitor performance metrics, generate regular analytics reports, and provide insights to optimise future social media efforts.
2.	DIGITAL ENGAGEMENT AND COMMUNITY MANAGEMENT	<ul style="list-style-type: none"> Actively manage audience interactions across all social media channels, including responding to comments, messages, and inquiries in a timely and professional manner. Monitor trends and conversations on social platforms to identify engagement opportunities and mitigate potential issues. Leverage social listening tools and insights to enhance student engagement and community-building initiatives. Support paid social campaigns with organic content strategies and assist in evaluating campaign effectiveness.
3.	BRAND AND COMMUNICATIONS	Assist in providing input into the strategic planning process as it relates to branding and brand architecture, sub-brands, and marketing communications in various market segments.
4.	MARKETING COMMUNICATION	<ul style="list-style-type: none"> Assist to develop and implement internal and external communications plan and strategy for the University with particular focus on prospective students. Collaborate with internal and external stakeholders to develop high impact content in a timely manner. Establish and maintain links with mass media for the promotion of the University. Manage and make continuous improvements to both external and internal communications channels of the University including website, publications, point-of-sales materials, notice boards, corporate gifts and others.
5.	OCCUPATIONAL HEALTH AND SAFETY (OHS)	<p>Assist management in ensuring compliance of all OHS legal and procedural requirements by various stakeholders, including through the following:</p> <ul style="list-style-type: none"> Execute OHS requirements in respective work areas; Maintain cleanliness, good housekeeping and overall safe work environment; and Undertake immediate correction and improvement action on any non-compliance practices, and report all OHS related injuries, ill health or incidents to the OHS section.
6.	SWINBURNE VALUES AND CULTURE	<ul style="list-style-type: none"> Commit to the Swinburne Values. Conduct work professionally while demonstrating the Swinburne Values at all times.
7.	OTHER DUTIES	Any other duties as required by the Executive, Communications or Assistant Manager, Digital Marketing; or Manager, Prospect Experience; or Director, Future Students; or any other person as assigned by an authorised personnel.

SECTION C: Key Selection Criteria

Application letters and/or resumes must address the Qualifications and Knowledge/Experience/Attributes sections under the key selection criteria.

Qualifications: Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		Essential/ Highly Desirable/ Preferable
1.	a) A Bachelor's degree in relevant discipline from a recognised institution, or a Bachelor's degree with subsequent relevant experience; or b) A Diploma with a minimum of three (3) years of relevant work experience. Fresh Bachelor degree holders in relevant discipline can be considered.	Essential

Experience / Knowledge / Attributes: Required by the position to successfully perform the positions key responsibilities.		Essential/ Highly Desirable/ Preferable
1.	Demonstrated knowledge or experience in social media management and/or communications with a go-getter attitude and passion for creating high-impact content.	Essential
2.	Demonstrated capability or experience to create written and visual content with minimal grammatical errors.	Essential
3.	Demonstrated capability or experience in project management.	Essential
4.	Ability to work on weekends and after office hours as and when required.	Essential
5.	Demonstrated a level of maturity consistent with the requirements of the position for independent work and initiative.	Essential
6.	Ability to act with discretion on matters of a confidential nature and experience in crisis communications.	Essential
7.	Excellent interpersonal skills and demonstrated ability to work effectively in a consultative, cross-cultural and team environment.	Essential
8.	Strong communication skills, in written and spoken English and Bahasa Malaysia.	Essential
9.	Intermediate knowledge of Microsoft Office software, especially MS Word, MS Excel, and MS Power Point and digital collaboration tools provided by Google.	Essential
10.	Strong communication skills in written and spoken Mandarin.	Highly Desirable
11.	Familiar with the Malaysian education system and an understanding of the key issues relating to the marketing and provision of private tertiary education in Malaysia.	Highly Desirable