

# CAREERS AT CSU

## Executive Director, Marketing

- Lead and develop strategies to positively position the brand externally
- Proactively engage with a broad range of students
- Drive marketing and communication to support University goals
- Based in Bathurst or Wagga Wagga

Charles Sturt University is seeking to appoint a visionary and innovative leader to the position of Executive Director, Marketing who will provide insight and leadership into the overall customer experience. As a contemporary professional in this discipline, you will promote and facilitate the use of new and emerging technologies to improve prospective student engagement and raise the profile and reputation of the University by developing quality assured marketing and communications in both traditional and digital formats.

Reporting to the Deputy Vice-Chancellor (Students), the Executive Director will be responsible for ensuring the University is promoted and presented professionally and consistently in both message and design while also having oversight over two key functions; Strategic Development and Engagement. This role will also drive strategy, leadership and direction for the proactive engagement and recruitment of students, both domestic and international, across its campus network and on-line.

Possessing outstanding strategic marketing experience, gained from Higher Education or other related sectors, together with demonstrated expertise in people management, the Executive Director will lead the Division in implementing the University marketing strategy. The appointee will showcase excellent interpersonal, communication and stakeholder management skills which will serve to create effective working relationships within the Division and more broadly with the University community.

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Charles Sturt University (CSU) is an innovative and dynamic university with strong regional commitment and campuses across New South Wales in some of the fastest-growing regional cities. CSU is committed to achieving excellence in education and to maintaining national leadership in flexible and online education.

**To apply** - please go to [www.jofisher.com.au](http://www.jofisher.com.au) and click on "APPLY ONLINE" using reference CSUedm0917, addressing your cover letter and resume to Andrew Norton, of Jo Fisher Executive, or call +61 3 9016 6000 for further information.

**Applications close:**

Friday 20<sup>th</sup> October 2017