



UNIVERSITY
OF WOLLONGONG
AUSTRALIA

Position Description

PROFESSIONAL SERVICES

Position Title	Student Communications and Knowledge Management Officer
Classification/Level under the Enterprise Agreement	Level 5
Management Level	Administration / Support
Faculty/Portfolio	DVC-E
School/Division	Student Frontline Services, Student Services Division
Main Location(s)	Wollongong Campus

Primary Purpose of the Position

The Student Communications and Knowledge Management Officer supports UOW's strategic goal of enhancing the student experience by ensuring students have access to clear, accurate and timely information that assists them to navigate the University and make informed decisions about their studies.

The position is responsible for developing and maintaining current student communications and knowledge content across a range of digital platforms and channels. Working closely with the Student Communications Planning and Operations team and stakeholders across the University, the role supports the delivery of communications campaigns, the maintenance of knowledge resources, content governance processes and continuous improvement initiatives that enable students and staff to access reliable and consistent information.

The position supports the implementation of communication and knowledge management frameworks, standards and priorities established by the Student Communications Planning and Operations team.

Position Environment

UOW is a leading Australian University with a history of outstanding achievement in teaching, learning and research output across a truly global footprint. UOW attracts students from over 130 countries and is committed to providing our diverse student body with an engaging world-class and internationally oriented learning experience.

The Student Services Division (SSD) leads the transformative management of the student lifecycle. Within SSD, the Student Frontline Service Unit delivers a seamless and integrated experience for students, including oversight of the AskUOW Service Centre, current student communications, the Student CRM, the knowledge base and coordination of service and communication channels.

Guided by a student-first mindset, the unit works collaboratively across the institution to ensure students receive accurate and timely information to support informed decision-making. The Student Communications and Knowledge Management Officer will play an important role in supporting this through high-quality communications, knowledge content and digital information resources.

Major Accountabilities/Responsibilities

1. Communications and knowledge content

- Develop, draft and maintain student-facing content across communication and knowledge management channels.
- Develop knowledge content to support frontline staff in resolving student enquiries.
- Create and deliver student communications across email, web, student systems, mobile applications, SMS and other digital channels.
- Develop content in accordance with approved communication plans, templates, standards and governance requirements.
- Ensure content is accurate, accessible, consistent and aligned with student needs.
- Identify content gaps and opportunities to improve the quality, usefulness and effectiveness of communications and knowledge resources.

2. Stakeholder engagement and content coordination

- Develop and maintain effective relationships with subject matter experts and stakeholders across UOW.
- Gather, validate and maintain information to support student communications and knowledge resources.
- Support stakeholders to create and review content using approved templates, guidelines and communication standards.
- Assist with coordinating content reviews and contribute to governance processes that ensure information remains accurate and current.

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5. Digital platforms and systems

- Publish and maintain content across communication, web and knowledge management platforms.
- Support content administration, publishing schedules and review processes.
- Monitor content quality, accessibility, navigation and searchability across digital channels.
- Contribute to improvements that enhance the effectiveness and usability of communication and knowledge management systems.

6. Data, insights and continuous improvement

- Assist with preparing reports and insights that support decision-making and continuous improvement.
- Identify trends and opportunities to improve communication effectiveness, content quality and information discoverability.
- Support evaluation activities that measure the impact of student communications and knowledge management initiatives.

7. Compliance and Values

- Act in accordance with University policies as amended from time to time, the [Values in Action Framework](#) of Thrive Together, Pursue Excellence, Be Accountable and Lead with Integrity, and our commitment to [Equity, Diversity and Inclusion](#).
- WHS responsibilities, accountabilities and authorities as outlined in the [WHS Framework](#).



Reporting Relationships and Other Key Contacts

Position reports to	Knowledge Management Coordinator
Positions supervised by this position	Nil
Other key contacts and stakeholders	• Manager, Student Communications Planning and Operations • Student Communications Specialists • AskUOW team • Digital Services • Other key stakeholders and subject matter experts

Selection Criteria

- A bachelor's degree and relevant experience, or an equivalent combination of relevant experience and education/training.
- Strong writing and editing skills, with the ability to develop clear, accessible and student-centred content using plain English.
- Experience developing, maintaining or publishing content across digital communication, web or knowledge management platforms.
- Experience working collaboratively with stakeholders to gather, review and maintain information.
- Highly developed organisational skills, with the ability to manage multiple priorities and deliver results within agreed timeframes.
- Strong attention to detail and commitment to maintaining content accuracy and consistency.
- Strong interpersonal and communication skills with the ability to work effectively within a collaborative team environment.
- Familiarity with the higher education sector and student lifecycle processes is preferred.
- Experience using ServiceNow or a knowledge platform to create and update knowledge articles is preferred.
- Experience delivering student communications across a variety of digital channels is desirable.

Special Job Requirements

This position is not suitable for remote working arrangements.

Restriction on leave during peak periods may apply.

Roles and Responsibilities in relation to Workplace Health and Safety and Equity, Diversity and Inclusion in the Workplace

The University of Wollongong is committed to providing a safe, inclusive, and equitable workplace for its workers, students and visitors. All members of the University community have a collective and individual responsibility to work safely, be engaged in activities to help prevent injuries and illness and create an equitable and inclusive environment.

In addition to the major accountabilities/responsibilities required for your position, you also hold the following roles and responsibilities in relation to Workplace Health and Safety:

ALL STAFF

- Take reasonable care for your health and safety as well as others.
- Comply with any reasonable instruction by the University.
- Cooperate with any reasonable policies and procedures of the University including reporting of hazards or incidents via the University reporting process.
- Certain staff have specific responsibilities for Work Health and Safety (WHS), further information is available in the [WHS Framework](#).



- Work in an inclusive environment, treating all colleagues, students and visitors with respect.

Inherent Requirements

This position description outlines the major accountabilities/responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.

Inherent Requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job;
- Meet the productivity and quality requirements of the position;
- Work effectively in the team or other relevant work organisation; and
- Do the job without undue risk to your own or others health, safety and wellbeing at work.

If you have any injuries, illness, disorder, impairment, condition, disability or incapacity that may affect your ability to perform the inherent requirements of the position, we encourage you to discuss this with the University to assist in the process of identifying reasonable adjustments to enable you to perform the duties of the position. The University wants to place you in the best situation to use your skills effectively in the position you are applying for at the University.

Position Description Status

This table contains information about the status and approval of this document

Date created	17 August 2026
Date reviewed by supervisor in consultation with the employee i.e. at least every three (3) years, or sooner if required	
Date reviewed by P&C (if applicable)	19 August 2026
Date reviewed by CP&CO (if applicable)	
Date of next review	17 August 2029

