Digital Content and Communications Officer Part-Time (0.6EFT)

Melbourne Campus
Level 5.1 Educational Services Award

ABOUT US

Melbourne Institute of Technology (MIT) is a leading private institute of higher education with campuses in Melbourne and Sydney. We offer Bachelor's and Master's degrees in IT, Networking, Telecommunications Engineering, Data Analytics, Business, Accounting, and Business Analytics; as well as Masters Research degrees in Business and IT.

ABOUT THE ROLE

• Digital Content and Communications Officer (0.6EFT)
• Melbourne Campus
• On Campus | Fixed-Term (2 Years) with potential for renewal

We're looking for a creative and digitally savvy communicator to join our Marketing and Admissions Division. The Digital Content and Communications Officer will manage content across MIT's digital platforms, with a focus on website updates, SEO, email communications, and social media.

The role involves drafting news articles, coordinating website updates in collaboration with the Systems Development Division (SDD), and supporting campaign-related content. The successful candidate must have proven experience managing a range of digital platforms, including Instagram, TikTok, and other social media channels.

the position may also manage digital communications on behalf of the Office of Student Administration and Experience (OSAE).

This part-time role offers the potential to transition to a full-time position based on performance and organisational needs.

KEY RESPONSIBILITIES

- Create, publish, and maintain content across MIT's digital platforms, including the website, email, and social media
- Plan and execute engaging content tailored for platforms like Instagram, TikTok, LinkedIn, and YouTube
- Support marketing campaigns, events, and academic initiatives through digital content
- Draft and publish news items and announcements for the MIT website

- Collaborate with teams across MIT to source stories, updates, and promotional content
- Ensure all communications meet accessibility and brand guidelines

REQUIRED QUALIFICATIONS & EXPERIENCE

- A tertiary qualification in communications, marketing, media, or related discipline (or equivalent experience)
- Exceptional written communication and content editing skills
- Experience using web content management systems and email platforms (e.g. Mailchimp)
- Familiarity with content planning, audience targeting, and digital engagement strategy
- Confidence interpreting analytics and adjusting content based on performance
- Knowledge of accessibility standards and brand consistency in digital content

DESIRABLE

- Experience education sector or similar environments
- Proficiency in Canva or Adobe Creative Suite (e.g., InDesign, Photoshop)
- Ability to work independently and manage multiple deadlines
- Awareness of inclusive and culturally sensitive communication practices

APPLY

Apply via SEEK.
Applications must include an updated resume and a brief cover letter addressing the key selection criteria.

Applications close: Sunday the 15th of June 2025

MIT reserves the right to close applications early if sufficient suitable applicants are identified prior to the application close date.

MIT is committed to equality, diversity, and inclusion. As an equal opportunity employer and a leader in gender equality, we encourage and welcome applications from a diverse range of backgrounds and people.

Equal Opportunity and Privacy of personal information is MIT policy. For more details visit www.mit.edu.au