The OCE plays a leadership role in Flinders’ marketing efforts, providing a strategic framework, coordinating key messages and promoting these to a wide range of stakeholders in order to sustain and enhance the University’s reputation.

We have a service-driven culture and actively work with Faculties, Schools and professional units on marketing and communication activities across the University.

Our role is to provide support, direction and tools to help build Flinders’ profile and reputation, drive enrolment, and strengthen external relationships.

OCE units work together, and across the University, to develop stronger and more collaborative strategic marketing, communications, and external engagement activities that reflect contemporary marketing and communication practices.

**Alumni and Development**

Cultivate long-term relationships with Flinders’ 83,000 global alumni, friends and supporters, securing additional resources through philanthropy to support the University’s strategic development objectives.

- Build alumni and supporter networks and promote lifelong learning and networking.
- Develop programs encouraging graduates, donors and friends to engage with the University, both onshore and offshore.
- Act as first point of contact for all philanthropic giving to Flinders.
- Work with colleagues to provide support, and manage philanthropic relationships and bequests.

**Strategic Marketing**

Position Flinders in a globally significant context, differentiating the institution among competitors, and engaging local and international audiences, while building a university-wide community of practice among marketing and communication professionals.

- Provide marketing leadership and services aligned with strategic priorities including student recruitment, research and community engagement
- Deliver a suite of marketing services from reporting, copywriting and graphic design to brand, reputation and campaign management.
- Collaborate with the Digital Presence Unit to deliver Flinders’ Digital Strategy
- Manage relationships with the University’s Lead Creative Agency and deliver projects through a network of creative suppliers.

**University Relations**

Work across the University to support and coordinate the University’s external relations activities, ensuring all internal and external engagement aligns with the Flinders’ strategic directions.

- Work with Faculties and Schools to build relationships with Local, State and Commonwealth Government.
- Engage and liaise with the wider community.
- Work with the New Venture Institute on the University’s coordinated approach to business engagement.
- Work with colleagues to identify new and further develop existing additional strategic connections and collaborations between Faculties and other controlled entities.

**Events and Engagement**

Deliver a vibrant program of events and engagement activities supporting Flinders’ priorities and relationships, promoting the campus as a preferred venue for all audiences.

- Provide advice, information and support to events, marketing and communications staff across the University from event planning through to execution and evaluation.
- Deliver a coordinated activation and engagement program of events and activities designed to connect with students, staff and the local community.
- Manage and coordinate the University’s 50th Anniversary program through an integrated strategic marketing campaign.

**Flinders University Art Museum and City Gallery**

The Museum is responsible for preservation, management and development of the Flinders’ 6,500-piece art collection.

- Engage with students and staff through teaching, learning and research.
- Reach out to broader audiences by way of exhibitions, publications and associated public programs.
- Present a rolling schedule of curated projects aimed at exploring contemporary themes, issues and ideas in our principal exhibition space, the City Gallery.

**Flinders Press**

Flinders Press provides a personalised, convenient, and high-quality print service to the University. The Press offers a wide range of services at competitive rates.

- Order, print and deliver corporate stationery and certificates.
- Process high volume copying.
- Print materials in digital colour and wide format.
- Print and bind theses.
- Process high volume copying.
- Print materials in digital colour and wide format.
- Print and bind theses.
- Manage digital download of the Flinders logo.

**Contact**

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