

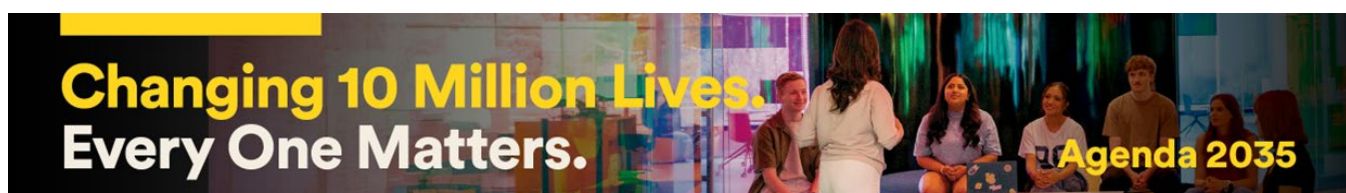
Position Description – Brand Programs and Initiatives Lead

Updated 04/09/2026

POSITION DETAILS	
Portfolio	Deputy Vice Chancellor (Students)
Organisational Unit	Marketing and Student Recruitment
Supervisor (Title)	Associate Director, Brand Strategy and Experience
Classification	Higher Education Officer Level 7
Employment Type	Continuing, full-time

POSITION SUMMARY
Under broad direction, the Brand Programs and Initiatives Lead is responsible for assisting in the delivery of strategic brand initiatives across the University, including priority projects associated with the Office of the Vice-Chancellor and the Office of the Deputy Vice Chancellor (Research). The Brand Programs and Initiatives Lead plays an important part in ensuring that key University initiatives are supported by providing clear, consistent and high-quality brand execution. The position works across Marketing and Communications, Research, Engagement, Media and Communications, Alumni and other University portfolios to coordinate and deliver brand elements that align with the University's brand strategy, narrative and visual identity. This position is also responsible for managing, developing and maintaining brand toolkits, framework and guidance to support the effective and consistent application of the Flinders brand.

UNIVERSITY EXPECTATIONS AND VALUES
All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to: - demonstrate commitment to the University's values of Integrity, Courage, Innovation and Excellence - demonstrate consistent alignment with the University's strategic priorities through daily decisions, teamwork and behaviours that reinforce the strategic intent. - contribute to the efficient and effective functioning of the team or work unit to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members, if required, and undertaking other key responsibilities or activities as directed by one's supervisor; - promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity; - perform their responsibilities in a manner which reflects and responds to continuous improvement; and - familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies. <i>Flinders University is committed to providing a safe, respectful and inclusive environment, free from gender-based violence. Appointment to this role is conditional on the completion of required pre-employment checks and declarations, each of which must be satisfactory to the University. This includes a Gender-Based Violence declaration, in accordance with the National Higher Education Code to Prevent and Respond to Gender-Based Violence (2025), and a Nationally Coordinated Criminal History Check.</i>



KEY POSITION RESPONSIBILITIES

The Brand Programs and Initiatives Lead is accountable for:

1. Leading the coordination and implementation of brand programs and initiatives that support the University's strategic priorities.
2. Collaborating with the Head of Brand to provide authoritative brand advice to stakeholders across the University to ensure consistent application of the University's brand strategy, narrative and visual identity across institutional initiatives.
3. Supporting strategic initiatives associated with the Office of the Vice-Chancellor, the Office of the Deputy Vice Chancellor (Research) and other institutional programs by ensuring brand considerations are incorporated into project planning and delivery.
4. Under broad direction, lead the development and implementation of brand toolkits and frameworks for effective application of the Flinders brand.
5. Providing oversight and guidance on the development of brand assets associated with strategic initiatives, including publications, digital content, presentations, campaigns and event materials.
6. Establishing effective processes and communication mechanisms to ensure stakeholders are informed of timelines, requirements and progress related to brand deliverables.
7. Contributing to the continuous improvement of marketing and brand processes with a focus on enhancing service delivery and strengthening the strategic impact of the University's brand.
8. Fostering a collaborative, one team approach across Marketing and Student Recruitment team with open and timely communications, sharing best practice, insights and learnings across to support collective performance and capability uplift.
9. Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.

KEY POSITION CAPABILITIES

Completion of a degree in marketing, communications or a related discipline with subsequent relevant experience, or an equivalent combination of experience and/or education and/or training.

Demonstrated experience in the delivery of brand initiatives, marketing programs or strategic communications projects within a complex organisational environment.

Demonstrated ability to provide high-level brand advice and influence stakeholders to achieve consistent and effective brand outcomes.

Well-developed to high-level project coordination and organisational skills with the ability to manage multiple initiatives and deliver outcomes within agreed timeframes.

Demonstrated experience developing brand frameworks, guidelines or toolkits that support consistent brand application across an organisation.

Well-developed to high-level interpersonal and communication skills, with the ability to build effective relationships and engage with stakeholders at all levels of the organisation.

Demonstrated ability to exercise initiative and sound judgement in the delivery of complex projects and initiatives.

An understanding of the Australian Higher Education Sector or another large and complex organisation. (Desirable)

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Agenda 2035

