

## Position Description – CareSearch Marketing Officer

Updated 29 April 2023

POSITION DETAILS	
College/Portfolio	College of Nursing and Health Sciences
Organisational Unit	Research Centre for Palliative Care Death and Dying (RePaDD)
Supervisor (Title)	Senior Research Fellow (CareSearch)
Classification	Higher Education Officer Level 5
Employment Type	Fixed Term, Full-time available until 30 June 2026

POSITION SUMMARY
<p>The CareSearch and palliAGED websites provide a rich range of evidence syntheses, guidance materials and resources for use by the aged care and healthcare workforce as well as information and supports for patients, carers, families and the general community around palliative care and death and dying. The project is funded by the Australian Government, Department of Health and Aged Care until June 2026.</p> <p>Under general direction, the Marketing Officer (CareSearch) will be responsible for the management of the CareSearch brands. The incumbent will develop and maintain a social media presence for CareSearch and for palliAGED. Working closely with the CareSearch Director and Senior Research Fellow (CareSearch), the incumbent will develop and implement the marketing and communications strategy for the CareSearch project. The incumbent will work closely with the web team and content development researchers and supervise casuals providing marketing assistance as required by the project.</p>

UNIVERSITY EXPECTATIONS AND VALUES
<p>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:</p> <ul style="list-style-type: none"> <li>• demonstrate commitment to the University's values of Integrity, Courage, Innovation, Excellence, and the underlying ethos of being Student Centred;</li> <li>• 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;</li> <li>• promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity;</li> <li>• perform their responsibilities in a manner which reflects and responds to continuous improvement; and</li> <li>• familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies.</li> </ul> <p><i>A National Police Certificate which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.</i></p>

An up to date COVID-19 vaccination may be required as a condition of employment, in accordance with the Flinders University [COVID-19 Vaccination Policy \(2022\)](#). If required, any offer of employment will be subject to the successful candidate presenting their COVID-19 Digital Certificate as evidence of vaccination or showing evidence of a valid medical exemption, where relevant.

#### KEY POSITION RESPONSIBILITIES

The Marketing Officer (CareSearch) is accountable for:

1. Developing and implementing marketing and communications activities for CareSearch and palliAGED to extend awareness and reach of the projects.
2. Liaising with other RePaDD projects and Flinders communications to ensure alignment between messaging and articulated distribution.
3. Producing campaigns and promotions to support specific project needs (eg new content releases, special events etc).
4. Ensuring the graphic design integrity of the CareSearch and palliAGED brands.
5. Implementing and maintaining social media operations for CareSearch and palliAGED.
6. Producing reports on marketing activity to assess effectiveness.
7. Maintaining distribution databases, ensuring detailed records of marketing and promotional activities and feedback.
8. Some out of hours work (including weekends) as well as rural SA, interstate and overseas travel, may be required.
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 Diploma qualification and relevant work experience; or an equivalent combination of relevant experience and/or education and/or training in digital marketing, social media campaigns and communications.
- Demonstrated ability in coordinating and managing projects including well-developed administrative and organisational skills.
- Demonstrated knowledge in graphic design processes and social media experience.
- Demonstrated ability to work with limited supervision and to be an effective, productive, and collaborative team member with a focus on project initiatives.
- Demonstrated well developed written communication skills with the ability to prepare media communications and reports.
- Demonstrated well developed oral and interpersonal skills, including the ability to develop productive relationships with staff at all levels within the organisation and external stakeholders.
- Demonstrated experience in the use of Microsoft Office suite and other programs and well-developed skills in operating graphic design software.
- Demonstrated ability to prepare and manage assigned marketing budgets.
- *Familiarity with health system (desirable)*