

Position Description – *Marketing Officer (Communications and Engagement)*

Updated 07 August 2026

POSITION DETAILS

College/Portfolio	College of Health and Enablement
Organisational Unit	CareSearch Group
Supervisor (Title)	Marketing and Data Lead
Classification	Higher Education Officer Level 5
Employment Type	Fixed Term, Full-Time

POSITION SUMMARY

Flinders University is known for its teaching and research in palliative and end-of-life care and has a rich research program relating to ageing, caring, dying and grieving. CareSearch including palliAGED (CSpA) is a nationally recognised knowledge resource for those needing palliative care and for those providing palliative care. CSpA also supports other websites as part of the CareSearch Partner Projects (CSPP). CSpA and CSPP form the CareSearch Group.

The Marketing Officer (Communications and Engagement) contributes to the delivery of marketing, communications and project promotions across the CareSearch Group's nationally funded projects. Working collaboratively with project teams, the Digital Marketing and Data Lead and other marketing staff, the role supports audience awareness of and engagement with CSpA, promotes resources, and delivers marketing campaign activities. The incumbent develops and disseminates content through a range of channels and contributes to building awareness, utilisation and impact of the CareSearch Group's digital products, resources and services among palliative care audiences.

The Marketing Officer (Communications and Engagement) focuses on external promotion, audience messaging, communications and sector awareness.

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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 *Work Health and Safety, Injury Management and Equal Opportunity* policies.

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.

Staff working in a health care setting are strongly recommended to be fully vaccinated against COVID-19 in line with the SA Health policy.

KEY POSITION RESPONSIBILITIES

The Marketing Officer (Communications and Engagement) is accountable for:

- Coordinate project communications activities and avenues for engagement with the projects.
- Develop newsletters, blogs, media-style content, pieces for external communications, case studies and promotional materials.
- Support the planning and delivery of webinars, workshops, conferences and stakeholder events.
- Build and maintain productive relationships with external providers (eg printers) and services and organisations involved with the project's activities.
- Prepare communications and promotions for use by project staff, partners and external organisations.
- Coordinate communications between project teams, advisory groups and external partners.
- Establish desired outcomes for communications and data opportunities
- Support campaign implementation across multiple communication channels.
- Identify opportunities to strengthen awareness and engagement with project resources and services.
- Assist in evaluating communication and engagement activities and reporting outcomes.

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- 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, public relations, digital media, business, journalism or a related discipline without subsequent relevant work experience; or equivalent combination of experience and/or education and/or training.
- Demonstrated ability to create engaging content across multiple channels and for different audiences.
- Ability to describe and document intended outcomes and measures.
- Experience in coordinating events, workshops and/or webinars that support stakeholder relationships and sector networking.
- Well-developed organisational skills and ability to manage competing priorities.
- Well-developed interpersonal and communication skills that resonate with different audiences.
- Ability to work collaboratively across multidisciplinary teams and projects.
- Demonstrated initiative and commitment to continuous improvement.
- Experience using Microsoft 365, Adobe Creative Cloud applications, particularly InDesign, and other and digital collaboration tools.
- Demonstrated willingness and ability to learn new technologies, platforms and AI-enabled tools.
- An understanding of the health and social care sector (Desirable).

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