

Position Description – Marketing Officer (Digital 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 (Digital Engagement) contributes to the delivery of marketing, communications and stakeholder engagement activities across the CareSearch Group's nationally funded projects. The Marketing Officer focuses on digital marketing, online audiences and website optimisation. Working collaboratively with project teams, the Digital Marketing and Data Lead and other marketing staff, the role supports audience engagement, resource promotion, campaign implementation and service improvement 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.

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 (Digital Engagement) is accountable for:

- Providing marketing and communications to the CSpA and CSPP projects
- Supporting implementation of digital marketing campaigns across web, email and social channels.
- Assisting with audience segmentation and targeting activities.
- Monitoring website performance, user engagement and campaign metrics.
- Supporting search engine optimisation (SEO) and website discoverability initiatives.
- Contributing to website enhancement and user experience improvement activities.
- Developing digital content for websites, newsletters, social media and campaign activities.
- Assisting with implementation of digital engagement strategies including social media and audience growth activities.
- Contributing to reporting and analysis of online engagement performance.
- 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.
- Well-developed organisational skills and ability to manage competing priorities.
- Well-developed interpersonal and communication skills.
- 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 digital collaboration tools.

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- Demonstrated willingness and ability to learn new technologies, platforms and AI-enabled tools.
- Experience in digital marketing, content marketing or digital communications.
- General understanding of SEO, website optimisation and online audience development.
- Familiarity with digital analytics and engagement metrics.
- Understanding of user experience and digital content principles.
- Ability to use emerging technologies and AI-enabled tools to support digital communications.

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