

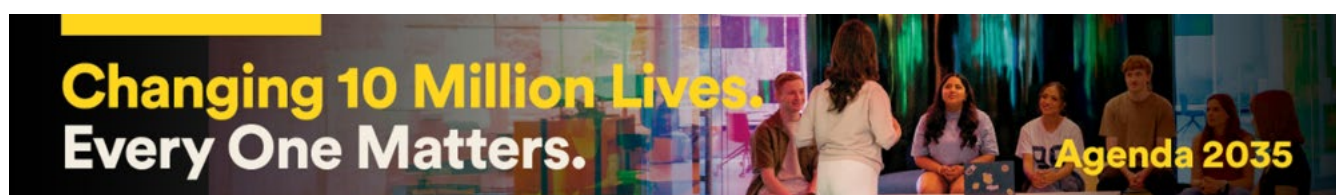
Position Description – Marketing & Communications Coordinator

Updated 10 March 2026

POSITION DETAILS	
Portfolio	College of Nursing and Health Sciences
Organisational Unit	Aged Care Research & Industry Innovation Australia (ARIIA)
Supervisor	Manager, Marketing and Communications
Classification	Higher Education Officer Level 7
Employment Type	Fixed Term, Full-time

POSITION SUMMARY
<p>Working under the broad direction of the Manager, Marketing and Communications, the Marketing & Communications Coordinator will support the development of innovative marketing strategies and content for a range of channels and audiences that increases awareness and engages audiences in relation to ARIIA's events, programs and services.</p> <p>ARIIA is leading the positive transformation of aged care across Australia. We address critical sector needs, support government and professional commitments, and foster collaboration and innovation to empower aged care professionals and support positive change. Our initiatives include incubators, grants, programs, and events, and our website provides trustworthy information for aged care workers, service providers, older Australians, and their families.</p> <p>At ARIIA, our mission is to equip the aged care sector with knowledge and skills to implement evidence-based practices and new technologies. Guided by principles of co-design, inclusion, connection, and innovation, we ensure every voice is heard, and every individual's needs are met with respect and dignity</p> <p>This role is seconded to ARIIA. In addition to meeting the University's Expectations and Values, ARIIA staff are also responsible for demonstrating commitment to ARIIA's Mission, Vision and Values and complying with ARIIA's policies.</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"> • 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.

A Nationally Coordinated Criminal History Check which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.

KEY POSITION RESPONSIBILITIES

The Marketing Communications Coordinator is accountable for:

1. Working with the Manager, Marketing and Communications, to lead the development of strategic marketing and communications activities and providing advice to senior stakeholders on priorities, risks, milestones and campaign outcomes.
2. Writing, editing and proofreading high-quality content for a wide range of purposes and audiences, ensuring consistency with ARIIA's brand guidelines and policies. This includes short social media posts and targeted EDMs through to detailed website articles, media releases and interviews.
3. Managing ARIIA's website CMS, copy and content, ensuring public-facing pages are accurate, up to date and aligned with ARIIA's brand guidelines and policies.
4. Identifying newsworthy activities and achievements for external promotion in liaison with the broader ARIIA team.
5. Leading the conceptualising and delivery of innovative, best-practice-based marketing and communications campaigns to attract attendees and clients to ARIIA's events, services and programs, and to strengthen ARIIA's reputation within the aged care sector.
6. Collaborating with other members of the marketing team to ensure projects are delivered effectively, efficiently, on time and within budget.
7. Working with ARIIA work streams to plan and deliver in-person events and online webinars.
8. Undertaking any other responsibilities aligned with the level of the position as assigned by the Supervisor and/or the organisation.



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KEY POSITION CAPABILITIES

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

- Demonstrated experience in developing and implementing innovative marketing and communication plans tailored to diverse audiences.
- Extensive experience in, and detailed knowledge of, contemporary best-practice multi-channel marketing campaigns.
- Experience providing marketing and communications advice to a wide range of colleagues.
- Demonstrated ability to exercise sound judgement and apply well-developed analytical and creative problem-solving skills.
- Ability to use CMS, CRM and EDM platforms to support marketing and communications objectives, including creating web pages, social media content and email newsletters.
- Experience using competitive analysis, online analytics, horizon scanning and market research to inform decision-making.
- Excellent stakeholder and relationship-management skills.
- Exceptional writing and editing skills, including accuracy, attention to detail and experience in producing high-quality written content.
- Demonstrated ability to work independently and collaboratively, exercise initiative and judgement, apply well-developed problem-solving skills, and interpret and apply relevant policies and procedures.
- A commitment to excellence and continuous improvement, with the ability to develop and deliver plans, measure outcomes, and report on future improvements.
- Experience in the aged care sector is desirable.
- Experience with Zoho CRM software desirable.

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