

Position Description – *Engagement and Communications Officer*

Updated 28/07/2026

POSITION DETAILS

College/Portfolio	<i>Deputy Vice-Chancellor (Research)</i>
Organisational Unit	<i>Factory of the Future</i>
Supervisor (Title)	<i>Senior Hub Manager</i>
Classification	<i>Higher Education Officer Level 6</i>
Employment Type	<i>Fixed-term, full-time</i>

POSITION SUMMARY

Under general to broad direction, the Engagement and Communications Officer is responsible for enhancing the profile, reach and impact of Flinders Factory of the Future through the delivery of strategic engagement, communications and marketing initiatives. The role develops and coordinates external-facing communications, digital content, promotional activities and events, working collaboratively with internal and external stakeholders to support organisational objectives. The position ensures communications and engagement activities are aligned with strategic priorities, brand standards and University requirements, while fostering strong stakeholder relationships and contributing to the growth and reputation of Flinders Factory of the Future.

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.

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KEY POSITION RESPONSIBILITIES

The Engagement and Communications Officer will:

1. Coordinate and deliver a program of internal and external engagement activities, including industry visits, tours, workshops, seminars and events, ensuring high-quality outcomes that support Flinders Factory of the Future's strategic objectives.
2. Liaise and collaborate with University marketing and communications teams, external agencies, designers, content creators and other suppliers to develop and deliver integrated marketing, communication and stakeholder engagement initiatives.
3. Coordinate the development and production of marketing and communication materials, including newsletters, brochures, presentations, event collateral and digital content, ensuring consistency with brand standards and key messaging.
4. Manage and maintain Flinders Factory of the Future's digital presence, including websites and online platforms, ensuring content remains accurate, engaging, current and aligned with organisational standards.
5. Implement and enhance digital communication activities through the planning, creation, scheduling and publishing content across social media, web and other digital channels.
6. Manage stakeholder enquiries and communication channels, ensuring enquiries are responded to professionally, escalated where appropriate, and resolved in a timely manner.
7. Support the delivery of industry-facing programs and initiatives, including coordinating stakeholder interactions, communications and associated administrative activities.
8. Maintain and optimise customer relationship management systems (CRM), ensuring accurate records of stakeholder interactions, projects, partnerships and engagement outcomes, and supporting reporting and analysis activities.
9. Contribute to the continuous improvement of engagement, communication and marketing processes, systems, templates, reporting practices to enhance effectiveness and stakeholder experience.
10. Monitor, evaluate and report on the effectiveness of communication, marketing and engagement activities, using insights and data to inform recommendations and support continuous improvement.
11. Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.

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KEY POSITION CAPABILITIES

- Completion of a degree in marketing, communications, public relations, events management or a related discipline, with subsequent relevant experience; or an equivalent combination of education, training and extensive relevant experience.
- Demonstrated experience coordinating events, site visits, stakeholder engagement activities and promotional initiatives, including planning, logistics, risk management, delivery and post-event evaluation.
- Highly developed written communication skills, with the ability to create clear, engaging and audience-focused content across a range of channels, including websites, newsletters, social media, marketing collateral and event communications.
- Demonstrated experience managing digital communication platforms and channels, including websites, social media and email marketing systems, with the ability to monitor performance and identify opportunities for improvement.
- Sound understanding of marketing, branding and digital communication principles, with the ability to develop and deliver communications that align with organisational objectives, brand standards and stakeholder needs.
- Well-developed stakeholder engagement and interpersonal skills, with the ability to build effective relationships, influence outcomes and collaborate with diverse internal and external stakeholders.
- Demonstrated ability to manage multiple priorities, projects and deadlines simultaneously, exercising initiative, sound judgement and attention to detail in a dynamic environment.
- Experience using a range of communication, marketing and design tools, including content management systems, social media platforms, email marketing software, Canva, Adobe Creative Suite or equivalent platforms.
- A proactive, adaptable and service-focused approach, with the ability to undertake both strategic and operational activities and contribute positively to team and organisational objectives.

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