

Position Description – *Content Producer, Alumni and Advancement*

Updated 15/09/2026

POSITION DETAILS	
Portfolio	<i>Portfolio of the Vice-Chancellor</i>
Organisational Unit	<i>Alumni & Advancement</i>
Supervisor (Title)	<i>Marketing and Communications Partner, Advancement</i>
Classification	<i>Higher Education Officer Level 6</i>
Employment Type	<i>Fixed-term, full-time</i>

POSITION SUMMARY
The Content Producer, Alumni and Advancement will provide support to both the Alumni and Advancement teams during the development and activation of the Flinders HealthCARE Centre Project. Reporting to the Marketing & Communications Partner, Advancement, the position will support and contribute to the development and delivery of high-quality content, templates and bespoke donor-centric reporting tools that strengthen Flinders University's philanthropic profile both domestically and internationally. The position will play a key role in implementing communications strategies that strengthen existing donor relationships, attract new support for the University's priorities and showcase the impact of philanthropy at Flinders University. The Content Producer, Alumni and Advancement will also support the Marketing & Communications Partner, Alumni in the development of high-quality content to enhance and expand Flinders' engagement with its alumni community, delivering diverse and creative communications that cultivate and strengthen relationships between the University and our alumni network of more than 145,000 graduates.

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 <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies.

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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.

KEY POSITION RESPONSIBILITIES

The Content Producer, Alumni and Advancement is accountable for:

1. Supporting the Marketing & Communications Partners in Advancement and Alumni to deliver marketing and communications projects that are compelling, accurate, meet deadlines and adhere to University and industry standards as well as providing regular progress updates.
2. Writing and editing communications for a variety of channels, including webpages, social media, email, print publications and other collateral as required. This includes articles, EDMs and e-newsletters, annual appeals and bespoke donor communications.
3. Refreshing existing and producing new, dynamic, engaging multimedia content including photography, video and digital assets for print and digital channels. This includes liaising with donors, alumni, external bodies and partners to source and create content.
4. Updating Alumni and Advancement web content to ensure it is up to date, accurate and consistent with University brand guidelines and policies while adhering to best practice UX, UI, SEO and accessibility standards.
5. Reviewing systems and processes to identify outdated and non-compliant content and reporting and contributing to the creation and implementation of new tools that deliver high-quality customer centric services.
6. Working collaboratively and establishing good working relationships with staff across the University community to provide effective marketing and communications support.
7. Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.
8. Regularly liaising and working collaboratively with the Media Team and College Content Producers to assist in the identification of alumni-related stories and leveraging of already produced content to suit our remit.

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 and / or education and / or training.
- Demonstrated well-developed written communication skills including experience in writing, editing and proof-reading content for online and print channels tailored to diverse audiences.
- Demonstrated experience in driving and maintaining audience engagement within a higher education or non-profit environment is desirable.
- Well-developed oral and interpersonal skills with an ability to work cooperatively in a team context and with stakeholders.
- Demonstrated experience in Adobe Photoshop, Acrobat and Canva for creative production.
- Demonstrated experience in photography and video production.

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- Experience in Content Management Systems (preferably AEM), email management (preferably Campaign Monitor) and SEO to improve reach.
- Experience working with a CRM (preferably Raiser's Edge).
- General knowledge of industry best practice principles and standards for digital content across web, social and email marketing. Including the ability to interpret and apply relevant policies and procedures, including content delivery standards, usability and accessibility.
- Exceptional attention to detail and a commitment to excellence and the principles of continuous improvement.



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