

Position Description – *Student Communication and Engagement Officer*

Updated 21/1/2026

POSITION DETAILS	
Portfolio	Deputy Vice-Chancellor (Students)
Organisational Unit	Student Life
Supervisor (Title)	Manager Student Engagement and Success
Classification	Higher Education Officer Level 5
Employment Type	Continuing, full-time

POSITION SUMMARY
<p>Under general direction, the Student Communication and Engagement Officer is responsible for implementing student communication plans and activities that focus on enhancing student engagement and success across the University. The position focuses on creating and distributing compelling digital content, managing social media channels, and designing physical marketing materials to increase awareness of events, programs and critical university services while monitoring metrics for improvement</p> <p>The role is part of the Student Life division and works closely across College and Portfolio areas to enhance communication and digital student information to increase awareness of programs, services and activities designed to support student commencement, orientation, transition and progression, which ultimately contributes to enhancing the student experience.</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, Excellence, and the underlying ethos of being Student Centered; 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 behaviors, 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>Health and Safety, Injury Management and Equal Opportunity</i> policies. <p><i>A Nationally Coordinated Criminal History Check (NCCHC) which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.</i></p>

KEY POSITION RESPONSIBILITIES

The Student Communication and Engagement Officer is accountable for:

1. In collaboration with the Student Communication and Engagement Coordinator, developing and implementing integrated communication and promotional strategies to support student engagement and success across the University.
2. Planning, creating, and maintaining engaging content across official social media platforms including producing content that celebrates student achievements and promotes campus activities.
3. Developing and editing high-quality written and visual content for diverse platforms, including newsletters (EDMs), websites, student portals, and social media.
4. Coordinating the creative design and production of promotional materials, including booklets, handbooks, flyers, and posters and ensuring all materials align with the university's brand guidelines and institutional voice.
5. Performing routine updates and content reviews for student facing web pages to ensure information regarding services, news, and events remains timely and accurate.
6. Supporting the delivery of communication strategies for key milestones such as Orientation, Enrolment and Graduation.
7. Writing and editing a range of high-quality communication materials including newsletters, updates, student surveys, emails and various other student engagement and success communications as required.
8. Managing and developing content for social media channels and web sites including video production and editing.
9. Collecting and analysing website and email performance and recommending improvements to the delivery of digital communications.
10. Supporting university wide success activities including orientation planning and delivery, student experience and wellbeing activities.
11. Any other responsibilities in line with the level of the role as assigned by the Supervisor and/or the University.

KEY POSITION CAPABILITIES

- Completion of a degree in Communications, Marketing, Graphic Design, or a related discipline, or an equivalent combination of relevant experience and/or education and/or training
- Effective to well-developed written and verbal communication skills, with the ability to communicate clearly, concisely and effectively with people at all levels.
- Demonstrated experience using (or equivalents) Adobe Creative Cloud (Photoshop, InDesign, Illustrator), Canva, website Content Management Systems (CMS) such as AEM, and Marketo.
- Effective to well-developed copywriting and editing skills, with the ability to translate complex administrative information into engaging, student-centred language.
- Effective to well-developed interpersonal skills and ability to communicate and liaise with a broad range of stakeholders, groups, and external providers, as well as the ability to influence and negotiate.
- Demonstrated experience in creating communication plans, distributing communications and updating information provided on the web and digital platforms in a customer centric environment.
- Experience in planning, developing, and publishing social media content, including developing and

implementing new platforms, ensuring consistency and monitoring and reporting on outcomes.

- Effective to well-developed time-management skills and a proven ability to cope with pressure associated with peak workloads in a fast-paced work environment.
- Google Analytics experience (*desirable*).
- Experience with photography and/or video editing (*desirable*).