

## Position Description – Marketing & Communications Partner (Advancement)

Updated 16/04/2026

POSITION DETAILS	
Portfolio	<i>Portfolio of the Vice-Chancellor</i>
Organisational Unit	<i>Alumni &amp; Advancement</i>
Supervisor (Title)	<i>Senior Advancement Manager, Philanthropy &amp; Impact</i>
Classification	<i>Higher Education Officer Level 7</i>
Employment Type	<i>Continuing, Full-time</i>

POSITION SUMMARY
<p>The Marketing &amp; Communications Partner (Advancement) is responsible for the marketing and communications function of the Advancement team to strengthen donor acquisition, retention, and long-term engagement.</p> <p>The position plays a central part in ensuring philanthropy at Flinders is recognised with clarity and impact, by developing and delivering marketing and communications activities that align with University priorities and Advancement’s philanthropic objectives. This includes preparing donor impact reports, cases for support and progress reports; producing the University’s Impact of Giving publications; and coordinating communications and marketing for events, annual appeals and other forms of donor outreach and engagement.</p> <p>Working under the broad direction of the Senior Advancement Manager, Philanthropy &amp; Impact and collaboratively across the team, the Marketing &amp; Communications Partner (Advancement) will ensure the delivery of a consistent, coherent, and persuasive narrative across all philanthropic initiatives to support the University’s philanthropic priorities.</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"> <li>• demonstrate commitment to the University’s values of Integrity, Courage, Innovation and Excellence</li> <li>• demonstrate consistent alignment with the University’s strategic priorities through daily decisions, teamwork and behaviours that reinforce the strategic intent.</li> <li>• 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;</li> <li>• promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity;</li> <li>• perform their responsibilities in a manner which reflects and responds to continuous improvement; and</li> </ul>



- 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.*

### KEY POSITION RESPONSIBILITIES

The Marketing & Communications Partner (Advancement) is accountable for:

- Working with the Senior Advancement Manager, Philanthropy & Impact to develop and implement Advancement's marketing and communications plan as a subset of the University's overall plan, providing regular progress reports on outcomes and milestones.
- Leading the marketing and communications of the annual program of fundraising appeals.
- Writing, editing, and proofreading high-quality written content for donor-and prospective donor-facing materials, consistent with University brand guidelines and policies, including donor impact reports, social media posts, speeches, articles, e-newsletters, and printed publications.
- Sourcing and coordinating the production of dynamic and engaging multimedia content—including photography, video, and digital assets—that supports donor recognition, storytelling, and the cultivation of prospective supporters across digital and print channels.
- Providing marketing and communications support for donor events and activities, the Planned Giving Program, staff workplace giving, and other forms of donor engagement and stewardship.
- Supporting the Institutional Partnerships team with writing, proofreading and design of reports, prospectuses, and cases for support.
- Developing the Flinders Giving website content and ensuring the public-facing web pages are up-to-date, accurate, and consistent with the University brand guidelines and policies.
- Coordinating with Advancement team members to identify newsworthy philanthropic activities and achievements for external promotion and liaising with the Media and Communications team to develop strategies for their distribution.
- Undertaking any other responsibilities commensurate with the classification level of the position, as directed by the Supervisor and/or the University.

### 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 or training.
- Exceptional writing and editing skills, including accuracy and attention to detail and experience in writing, editing and proofreading quality written content.
- Demonstrated experience in developing and implementing innovative marketing and communications strategies tailored to internal and external audiences.

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- Demonstrated ability to manage multiple complex projects simultaneously and successfully deliver them on time and at a high level of quality.
- Extensive experience in and detailed knowledge of contemporary and best practice communications, multimedia and marketing campaigns, especially for donor and prospective donor audiences.
- Ability to use client management systems and software to support communications objectives, for example, CRM Raiser's Edge and Campaign Monitor for disseminating emails.
- Experience in using competitive analysis, online analytics, horizon scanning and market research to inform decision-making.
- Excellent stakeholder and relationship management skills; demonstrated ability to work independently and collaboratively as part of a team, exercise initiative, judgement and well-developed problem-solving skills, and interpret and apply relevant policies and procedures.
- A commitment to excellence and the principles of continuous improvement and ability to develop and deliver plans, measure outcomes and report on potential improvements for the future.
- Experience in the Higher Education Sector and/or philanthropic settings (*Desirable*).



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