

## Position Description – *Marketing and Communications Officer*

Updated 07 April 2025

POSITION DETAILS	
College/Portfolio	College of Nursing and Health Sciences
Organisational Unit	Flinders Research Centre for Palliative Care, Death & Dying (RePaDD)
Supervisor (Title)	Manager RePaDD
Classification	Higher Education Officer Level 5
Employment Type	Fixed Term, Part Time

POSITION SUMMARY
<p>The Flinders Research Centre for Palliative Care, Death, and Dying (RePaDD) supports professional, personal and community palliative care needs by building an understanding of death, dying and palliative care in contemporary Australia. RePaDD is committed to working collaboratively with researchers, palliative care, health care and aged care services, and consumer organisations to improve care for those who are ageing, caring, dying, and grieving.</p> <p>Under general direction, this position will be responsible for the management of the RePaDD marketing and communication activities. Working closely with the Director and Manager of RePaDD, the incumbent will support the ongoing development and implementation of the RePaDD engagement strategy.</p> <p>The incumbent will leverage innovation and current industry practices to ensure the delivery of consistent and value-added content across all communication activities for the centre. This will include social media, newsletters, seminars, blogs and events.</p> <p>The activities must focus on strengthening RePaDD's networks within the sector to enhance opportunities to engage and collaborate.</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, Excellence, and the underlying ethos of being Student Centred;</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> <li>familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies.</li> </ul>

*A National Police Certificate which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.*

*Staff working in a health care setting are strongly recommended to be fully vaccinated against COVID in line with the SA Health policy.*

### KEY POSITION RESPONSIBILITIES

The Marketing and Communications Officer is accountable for:

1. Supporting the ongoing development and review of the RePaDD marketing and engagement strategy.
2. Developing and implementing high quality marketing and communication activities for RePaDD to extend awareness and create opportunities for the sector to engage with the Centre.
3. Develop and deliver on a communications schedule that captures all activities throughout the year that provides timely and relevant content to the sector.
4. Produce campaigns and promotional activities to support specific needs and deliverables of the centre.
5. Build and maintain relationships with RePaDD project marketing teams, College and University marketing teams to liaise on alignment with brand, messaging and distribution.
6. Ensuring brand policy and requirements are met at all times.
7. Produce reports on marketing activity to assess effectiveness.
8. Some out of hours work (including weekends) may be required.
9. Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.

### KEY POSITION CAPABILITIES

- Relevant tertiary qualification or equivalent combination of experience and/or education and/or training in digital marketing, graphic design, social media campaigns, communications.
- Demonstrated experience in development and implementation of marketing and communication strategies.
- Demonstrated experience in establishing and/or coordinating engagement activities, preferably within the health care sector, government or not-for-profit environment.
- Demonstrated well developed written communication skills, in particular media communications and reports.
- Experience demonstrating innovation and staying current with marketing trends and standards.
- Demonstrated experience in the use of Microsoft Office suite and other programs and well-developed skills in operating graphic design software.
- Demonstrated ability to work with limited supervision and to be an effective, productive and collaborative team member with a focus on meeting quality and timelines.
- Demonstrated ability in coordinating and managing multiple activities including well developed administrative and organisational skills.
- Ability to analyse audience needs, stakeholder issues and tailor engagement activities and materials accordingly.