

## Position Description – Marketing and Communication Officer

Updated 14 February 2025

### POSITION DETAILS

College/Portfolio	College of Nursing and Health Sciences
Organisational Unit	Aged Care Research & Industry Innovation Australia (ARIIA)
Supervisor (Title)	Manager, Marketing and Communication
Classification	Higher Education Officer Level 6
Employment Type	Fixed-Term, Full-Time

### POSITION SUMMARY

Under the general direction of the Manager, Marketing and Communication, the Marketing and Communication Officer will work within Aged Care Research & Industry Innovation Australia (ARIIA) and has overall responsibility for the development and implementation of content strategies, innovative content creation, and ongoing monitoring of ARIIA digital, website and social media sites.

Content design, video and copy will maintain a user-centric approach and adopt best practices in UX and SEO to drive social media engagement and website performance.

ARIIA is funded by the Australian Government (Department of Health) to support the increased capability of the aged care workforce through translational research training and projects.

The position will work as a member of ARIIA's operations team and broadly across the University to deliver the strategic and operational requirements of the ARIIA's research activity across its workstreams.

### 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, Excellence, and the underlying ethos of being Student Centred;
- 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.

*In addition to meeting the University's Expectations and Values, ARIIA staff are also responsible for demonstrating commitment to ARIIA's Mission, Vision and Values and complying with ARIIA's policies.*

*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 or the relevant state where the position is operating.*

## KEY POSITION RESPONSIBILITIES

The Marketing Communications Officer will:

- Work closely with the Manager, Marketing and Communication, to develop and implement dynamic digital marketing strategies, and create innovative content across multiple marketing platforms that drive engagement and traffic to ARIIA's website, converts leads and registrations for ARIIA programs and events.
- Contribute to the creation and co-ordination of individual communications campaign content including writing copy, designing and updating pages, and implementing campaigns and schedules that contribute to ARIIA's overall marketing and communications objectives.
- Develop content design, video and copy that maintains a user-centric approach and adopt best practices in UX and SEO to enhance social media engagement and website performance.
- In collaboration with the broader ARIIA team, monitor, test and maintain content across the ARIIA's digital and social media sites, ensuring content is accurate and timely, and aligns with current campaigns and branding.
- Liaise with internal team members, industry bodies, and Supporting Partners to optimise copy, images, videos, landing pages, and other brand touchpoints.
- Monitor analytics and develop regular reports and quality assurance reviews to track jobs and customer satisfaction across ARIIA's website and social media platforms, and identify opportunities for new projects, improvements, and optimisation.
- Utilise Zoho One platform to build out email campaigns, lead engagement, and marketing automation.
- Develop social media and web content standards, practices, and processes to ensure digital content is compliant with requisite standards, consistent across ARIIA.
- Assist in the coordination of ARIIA events, including online, hybrid and in-person.
- Some out of hours work (including weekends) as well as rural SA, interstate, and overseas travel, may be required.
- Any other responsibilities in line with the level of the position as assigned 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 and/or education and/or training.
- Extensive digital marketing experience and knowledge with a focus on contemporary CRM marketing, web publishing platforms, campaign management tools, and conversion optimization (experience with Zoho One an advantage).
- Experience and advanced skills using Adobe CC including Photoshop, Illustrator, InDesign, Premier Pro; Microsoft Suite including Word, Excel, PowerPoint; HTML experience an advantage.
- Experience and understating of social media, Google Suite, SEO, and UX analytics.
- Proactive with strong organisational skills and attention to detail.
- Well-developed organisational and communication skills and the ability to manage competing priorities, while maintaining attention to detail and meeting deadlines.
- Highly efficient and organised, and able to work quickly and effectively under pressure.
- Skilled in basic video and audio editing (desirable).
- Experience in event coordination (desirable).
- Graphic design skills an advantage.
- Proven ability and desire to work collaboratively and flexibly in a fast-paced and dynamic work environment.