

Position Description – Community Engagement & Activation Partner

Updated 11/10/2024

POSITION DETAILS	
Portfolio	Deputy Vice-Chancellor (Students)
Organisational Unit	Marketing and Student Recruitment
Supervisor (Title)	Head of Brand
Classification	Higher Education Officer Level 7
Employment Type	Fixed-term, full-time

POSITION SUMMARY
<p>The Community Engagement & Activation Partner will work under broad direction to ensure a vibrant, engaging and activated City Campus. This is a key role within the Marketing and Student Recruitment team and will be based at the new City Campus at Festival Plaza to positively impact and engage with a diverse community of students, staff, and stakeholders. This role will be central to the events and daily campus activation strategies and will actively identify and foster strong working relationships with key University stakeholders, operating across a complex service delivery environment.</p> <p>Working in parallel with various event teams across the University this role will develop the framework and business processes to establish and support an on-going activated campus. The role is closely aligned to the City Campus Services team that provides high end customer service and student-centred support to ensure a positive student experience.</p> <p>The position may require work outside of normal hours. Due to the nature of the position opportunities for leave may be limited during peak work periods.</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 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 <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies. <p><i>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.</i></p>

KEY POSITION RESPONSIBILITIES

The Community Engagement & Activation Partner is accountable for:

1. Ensuring the delivery of a program of placemaking, activations, and events that facilitates a vibrant campus and a positive student experience whilst contributing to increased consideration and preference for Flinders University.
2. Project managing, planning, delivering, and evaluating a high-quality program of events, launches and corporate functions to lift the University profile and ensure a positive experience at every touchpoint.
3. Building and maintaining relationships with community and precinct stakeholders to co-create programs and initiatives that establish meaningful and mutually beneficial outcomes.
4. Working collaboratively to foster a positive team culture, building strong and effective relationships with key stakeholders and leading and influencing the overall team to deliver high quality outputs in their respective area, ensuring all stakeholders involved in the planning and running of events are engaged and clearly understand their roles and responsibilities.
5. Promoting the Flinders University brand and City Campus both internally and externally by contributing to the development of an agreed marketing strategy and facilitating the implementation of that strategy.
6. Managing and liaising with appropriate suppliers, booking appropriate venues, arranging catering and staff, negotiating cost-effective prices, providing briefs and selecting suppliers in line with the University's procurement policies.
7. Liaising with the Marketing Services team on the development of marketing materials that relate to events.
8. Providing direction and advice to staff at the City Campus as needed and appropriate and advising on a range of event services and operations, including, but not limited to information technology, audio visual equipment, Work, Health & Safety, liquor licensing and security requirements to the wider Flinders Community.
9. Liaising with the University's Property Facilities and Development Portfolio regarding building management and maintenance issues.
10. Maintaining data integrity across areas of responsibilities.
11. Any other responsibilities in line with the level of the role as assigned by the Supervisor and/or the University.

KEY POSITION CAPABILITIES

- Tertiary qualifications in a relevant discipline (e.g. Event Management, Business, Marketing) with at least 4 years subsequent relevant experience or extensive experience and demonstrated skills, knowledge and relevant work experience, or an equivalent combination of experience and/or education and/or training.
- Demonstrated experience in placemaking and community engagement, working across a large and diverse organisation to support the development of an overall strategy for building activation, including the ability to effectively lead and influence staff.
- Demonstrated extensive event management experience with ability to effectively support programs that positively impact a diverse community of students, staff and stakeholders.
- Demonstrated experience of working in a cross functional team and building strong and effective relationships with multiple stakeholders.
- Well-developed to high level organisational skills including demonstrated ability to operate within a flexible work environment, prioritise concurrent tasks, and meet deadlines with minimal supervision.
- Well-developed to high level written and oral communication skills with the ability to communicate through a variety of mediums to a range of audiences.