Position Description – *Events and Marketing Coordinator*

Updated 20/10/2026

POSITION DETAILS	
Portfolio	**Portfolio of the Vice-Chancellor**
Organisational Unit	**Marketing and Student Recruitment**
Supervisor (Title)	**Senior Events Coordinator**
Classification	**Higher Education Officer Level 6**
Employment Type	**Continuing, full-time**

POSITION SUMMARY

Under general to broad direction, the Events and Marketing Coordinator will play a key role in the development and delivery of the University's strategic events program, which aligns with University and College priorities including student recruitment, research, stakeholder engagement, branding and culture as envisioned in Agenda 2035.

Reporting to the Senior Events Coordinator, this position will be responsible for producing and implementing dynamic and engaging marketing strategies to facilitate event promotion and it is expected the incumbent will have experience in producing communications for a range of channels and audiences that increase awareness and engage audiences in line with University KPIs. Building and maintaining stakeholder relationships will be a key function of this position.

The position may require occasional weekend and evening work.

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 and Excellence
- demonstrate consistent alignment with the University's strategic priorities through daily decisions, teamwork and behaviours that reinforce the strategic intent.
- 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.



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 Events and Marketing Coordinator is accountable for:

1. Supporting and facilitating the University events program and ensuring events are managed effectively and within allocated budget and where possible provide creative solutions to low budget.
2. Working collaboratively across Colleges and Portfolios to ensure events are delivered in accordance with university standards, policies and protocols, providing accurate, timely advice, guidance and support to stakeholders throughout the event planning and delivery process.
3. Leading the development of integrated promotional strategies for university events, overseeing the creation of marketing materials including invitations, programs and digital content. Ensuring brand alignment, consistency of messaging and effective audience engagement across all event communications.
4. Supporting and coordinating partnership events and activations, working with internal and external stakeholders to maximise partnership benefits, visibility and engagement opportunities.
5. Supporting the development and preparation of event-related content and communications for a range of audiences, channels and business requirements, including social media to promote events and engage key audiences.
6. Maintaining accurate event records and digital information, including event calendars, web platforms, registrations, guest databases, risk assessments and contractor documentation, ensuring events are delivered safely, efficiently and in accordance with university requirements.
7. Coordinating the procurement and inventory management of university merchandise and corporate gifts, including liaising with internal stakeholders and external suppliers to ensure quality, value for money and compliance with university branding requirements.
8. Supporting the retail sale of university merchandise through pop-up shops, online platforms and other sales channels, including customer service, sales processing, stock management and sales reporting.
9. 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 marketing and/or project management with subsequent relevant experience or an equivalent combination of experience and/or education and/or training.
- Demonstrated experience in undertaking event or marketing activities and/or relevant qualifications.
- General knowledge of event and marketing planning and delivery processes and techniques to achieve required objectives within scope and budget.
- Experience providing high quality internal and external customer service in supporting the administration, planning, delivery and review of promotional activities and events.



- Demonstrated strong computer skills especially a sound knowledge of Microsoft Office package and a basic understanding of database principles.
- Demonstrated organisational skills time management skills with the ability to work with supervision according to defined priorities, meet deadlines and take initiative as required.
- Demonstrated good problem-solving capabilities and exercise sound judgement in a busy work environment.
- Well-developed interpersonal and written communication skills including the ability to communicate with a range of stakeholders through a variety of channels.
- Demonstrated customer service skills including the ability to respond to and follow up on day-to-day requests.

