

# OCME (Marketing) Lead times guide

**Below are indicative guidelines for lead times required to help us service you effectively:**

The following time frames are indicative and apply from the date of the formal briefing being received by OCME. OCME's prioritisation system will still apply when accepting and scheduling projects (see reverse for more information)

Activity	Time required
<b>Strategy and Project Management</b>	
Marketing Plan	3 weeks
Media Buy	+ 4-6 weeks
Visual Identity (if a new brand is required)	+ 4-6 weeks
Creative output for media plan & content development	+ 4 weeks
Full strategy & project management	Minimum three months
<b>General creative requests*</b>	
Flyer, pull up banner, lanyards	2-3 weeks
Publication < 30 pages	3-4 weeks
Publication > 30 pages	5-6 weeks
Printing allowance**	1-2 weeks
Organic digital - social media posts, homepage banner, digital screens	2-3 weeks
Display adverts (Google Display Network, Indaily)***	3-4 weeks
Video production	4-6 weeks
Stock photo request	1 week
Photoshoot with external photographer	2-3 weeks
Merchandise request (product/supplier dependant)	3-6 weeks
Signage AO, AI, floor decals, etc.	2 weeks
<b>Events</b>	
Priority 1 event with VIP invites	Minimum 8 weeks
Priority 2 events	Minimum 6 weeks
<b>Website</b>	
General website updates	0-2 days
New landing/promotional web page****	1-2 weeks

**Corporate and College templates (Powerpoint, Word) can be found here:**

<https://webapps.flinders.edu.au/flinpress/corporatetestat.htm>

**Business cards can be ordered here:**

<https://webapps.flinders.edu.au/flinpress/>

\*Timings assume no more than two rounds of amends. Additional amendments will impact delivery times.

\*\*Flinders Press will confirm print deadlines when quoting the job.

\*\*\*Timings will be dependent on the content (including imagery, animation, sizes, versions etc) provided and the complexity of the request.

\*\*\*\*Timings will be dependent on the content (including imagery etc) provided and the complexity of the request. Requests from Colleges should be sent via the College Marketing and Communications Partners in the first instance.

# Prioritising

Marketing will project manage planned annual activities that have been ranked with you according to the following criteria:

---

## PRIORITY 1

### Criteria

- Major marketing and external events that are aligned to the University/College/Portfolio strategic plans in relation to: *student recruitment, research revenue and brand profile raising*
- Significant SET interest and/or involvement
- Existing major or potential sponsorship
- Budget of \$5000 or more
- Event audience of over 500 people
- External attendees, VIPs, stakeholders or partner involvement
- Promotion through earned, owned and paid channels including media
- Significant student recruitment/research funding objective

*Tier 1 activities need 4-6 week lead time in order to develop marketing plan, event project plan, and bespoke visual identity.  
Eg. BRAVE lecture series, priority area campaign, Open Days, 40 Years of Nursing, SpringFest, Health Research Week*

---

## PRIORITY 2

### Criteria

- Marketing and external events that are aligned to College/Portfolio strategic plans
- Interest/involvement from senior College/Portfolio staff
- Part of a minor sponsorship
- Budget under \$5000
- Event audience less than 500 people
- Promotion through owned and paid channels only
- Minor student recruitment/research funding objective

*Tier 2 activities needs 2-4 week lead time in order to develop marketing plan (if required), OCME briefs, event project plan, and creative using existing material or outsourced.*

*Eg. Awards and prizes ceremonies, College owned public lectures, Drama Mid-Year Showcase, Sprout Cooking School Partnership, Education Partnerships Conference*

---

## PRIORITY 3

### Criteria

Activities that are internally-focused will be managed by College/Portfolio. Marketing Communications Partner/Events will provide advice (subject to capacity), which may include event planning documents and catering options.

*Eg. internal seminars, workshops, morning tea, etc.*

# Contact us

---

## Strategic marketing initiatives & leadership

Director of Marketing

Sarah Walsh  
sarah.walsh@flinders.edu.au

---

## Brand & corporate marketing

*For University-wide marketing activity including portfolio support email:*

**marcomms@flinders.edu.au**

---

## Creative studio

*For graphic and digital design, please go via your College or the Brand and Corporate team*

Creative Studio Traffic Coordinator

Jody Allen  
jody.allen@flinders.edu.au

Image requests

jody.allen@flinders.edu.au

Logo requests

crest@flinders.edu.au

---

## Online

*For website updates:*

**Log your request at Service One**

---

## Major events & activations

*For University-wide events and activities email:*

**events@flinders.edu.au**

---

## Student recruitment marketing & events

*For College based marketing*

Senior Marketing Manager – Future Students

Alan Sicolo  
alan.sicolo@flinders.edu.au

---

## College contacts

**Business, Government, and Law**

Marketing Communications Partner

Susannah Tidemann  
bgl.marcomms@flinders.edu.au

---

**Education, Psychology and Social Work**

Marketing Communications Partner

Laura Lovitt  
cepsw.marcomms@flinders.edu.au

---

**Humanities, Arts and Social Sciences**

Marketing Communications Partner

Sophie Fiegert  
chass.marcomms@flinders.edu.au

---

**Medicine and Public Health**

Marketing Communications Partner

Simon Behenna  
cmph.marcomms@flinders.edu.au

---

**Nursing and Health Sciences**

Marketing Communications Partner

Peta Pool  
cnhs.marcomms@flinders.edu.au

---

**Science and Engineering**

Marketing Communications Partner

Esther Sterk  
cse.marcomms@flinders.edu.au

---

## Flinders International

*For international student recruitment and content creation*

Content Coordinator

Kirstie Forbes  
kirstie.forbes@flinders.edu.au

**Executive Director**  
Callista Thillou

**Director of Marketing**  
Sarah Walsh

**Senior Marketing Manager –  
Future Students**  
Alan Sicolo

**Marketing Manager –  
Brand & Corporate**  
Monique DeSilva

**Creative Studio Lead &  
Graphic Designer**  
Natalie Lucas

**Web Lead**  
Antonia Malavazos

**Partnerships & Event Manager**  
Chantel Crossman

**Colleges**  
**Marketing Communications  
Partners**

**BGL**  
Susannah Tidemann

**EPSW**  
Laura Lovitt

**HASS**  
Sophie Fiegert

**MPH**  
Simon Behenna

**NHS**  
Peta Pool

**Communications & Content  
Coordinator**  
Melissa Keogh

**SE**  
Esther Sterk

**Brand & Corporate Team**

**Advertising Coordinator**  
Sally Kloeden

**Digital Marketing & Social  
Media Lead**  
Mark Banta

**Social Media Coordinator**  
Eliza Oatway

**Multimedia Producer**  
Nathan Swan

**Publications Coordinator  
& Copywriter**  
Terry Webb

**Creative Studio Team**

**Digital Graphic Designer**  
Bec Kirk

**Assistant Graphic Designer**  
Natasha Worm

**Creative Studio Traffic Coordinator**  
Jody Allen

**Web Team**

**Web Designer**  
Chris Carapetis

**Marketing Automation Lead**  
Vanessa Lobban

**Senior Web Content Developer**  
Jenny Clift

**Digital Content Producer**  
Allan Moran

**Events Team**

**Senior Events Coordinator**  
Katherine Reaiche

**Events Coordinator**  
Mindi Edwards

**Events Officers**

**BGL, EPSW**  
Brigitta Anderson

**HASS, MPH**  
Leanne Mayers

**NHS, SE**  
Vanessa Mills-Cock

**Flinders International**

**Content Coordinator**  
Kirstie Forbes