

Position Description - Communications and Marketing Officer

Employer: Christian Ministry Advancement Ltd (ABN 63 157 713 534)

Position Title: Communications and Marketing Officer

Employment Type: Part time 0.4 - 0.5

Reports to: Business and Development Manager

Location: Mostly work from home, ideally in South East QLD where you can occasionally work alongside existing team members, but for the right person we would be open to considering remote work from other locations.

Remuneration: Negotiable according to individual qualifications & experience, but based on hands-on Officer-level role.

Position Purpose

The Communications and Marketing Officer assists with the development, ongoing management and execution of corporate communication and marketing for CMA (including CMA Standards Council and Q4) in line with the organisation's strategic direction and operating philosophy.

Being a small organisation, CMA does not have a more senior communications leader, so this role will involve working with existing staff at the content strategy and development level, and then taking the lead in the actual execution of communications and marketing tasks. Depending on the skill / desire / availability of the individual, there may be an opportunity for this role to develop into a more senior communications & marketing leadership role, but the actual execution will remain a key responsibility of this role until such time as CMA may be in a position to hire additional support personnel.

Primary Duties

1. *Regular Communication*

- Assist in/facilitate the writing, editing, production and distribution of Electronic Direct Mail (EDM): weekly CMA Connect emails, regular other CMA email publications, and regular communication for Q4 and CMA Standards Council audiences.
- Assist in/facilitate the process of producing periodic print publications (e.g. a small CMA Magazine), liaising with staff and selected external parties (e.g. graphic designer, external writers, printer etc) to produce a high quality publication within agreed timelines.

2. *Website*

- Assist in the maintenance and development of the various CMA websites & platforms, ensuring a consistency of style / branding / language, and ensuring that they appropriately serve the purpose they exist for.

3. *Annual Report*

- Assist in compiling, editing and producing an annual report.

4. *Social Media*

- Assist in the set-up of CMA's Social Media Presence (e.g. LinkedIn, Facebook, blogs, podcasts etc).
- Curate and create social media content.
- Co-ordinate the scheduling and production of social media and online content across various platforms (monthly social media plans).
- Assist in the creation and management of social media advertising campaigns.
- Drive growth, engagement and revenue through social media platforms.

5. *Transactional Communication*

- In collaboration with relevant staff, design and execute pre- and post-event communication with registered delegates - (registration information, delivery of promised post-event materials, follow-up communication / market research etc).
- Assist with the creation of various templates such as membership correspondence, welcome letters, sponsor packages etc.

6. *Books, Briefings, Whitepapers, Research*

- Provide editorial and communications support to team members who are authoring original CMA research, booklets and publications.
- Edit and proofread all CMA-authored materials.
- Produce final versions of materials which don't require external typesetting and graphic design.
- Liaise with graphic designer and / or printer as required to ensure appropriate type-setting and graphic design / cover design for those materials which require it.

7. *Marketing, Branding & Fundraising*

- Guide the preparation of communications, marketing and fundraising plans.
- Devise and oversee the collection and analysis of appropriate metrics to enable meaningful evaluation of the effectiveness of various communications, marketing and fundraising activities.
- Assist in preparing various booklets, brochures and advertisements such as sponsorship booklets, resource catalogues, marketing brochures, display ads, fundraising collateral, CMA Standards Council and Q4 materials as required to support the overall communications plan.
- Ensure the consistency of CMA branding throughout the whole communications / marketing / fundraising spectrum of CMA's operations.
- Help source and coordinate promotional merchandise.

8. *Media*

- Guide the production of video / audio / digital media as required to support the wider training, communication and promotional efforts of the organisation.

9. *Other*

- Other such duties as reasonably directed by the Business and Development Manager.
- Work within the parameters set by CMA Board Policy and CMA policies generally.
- Participate in training and team activities as required.
- Contribute positively towards creating a safe, healthy and spiritually focused organisational culture.

Relationships

The Communications and Marketing Officer is responsible directly to the CMA Business & Development Manager. The Communications and Marketing Officer will work collegially with other CMA staff and volunteers.

Core Competencies

1. A good understanding of the nature of the Christian Church and ministry environment, of the commercial business environment, and of the leadership and management issues of relevance to CMA subscribers and customers.
2. Excellent verbal and written communications skills, able to capture ideas and nuances into clear, simple and consistent language tailored to the various CMA audiences.
3. Thorough familiarity with all aspects of social media and how it integrates with the overall Communications and Marketing functions of an organisation.
4. A 'marketing orientation', able to work comfortably and skilfully with concepts of markets, segmentation, positioning, branding, products, placement etc.
5. High level of attention to detail.
6. Self-motivated, able to be productive in a work-from-home or minimal supervision environment.
7. An eye for aesthetics, able to distinguish between a captivating or appealing piece of work versus a merely functional one.
8. Be organised, reliable and be able to prioritise and meet deadlines

Core Qualifications

1. Proven track-record in writing communications literature.
2. Tertiary qualifications in a relevant discipline (media, marketing, communications, journalism).
3. Microsoft Office 365 skills and ideally skills in other production-type software (eg desktop publishing, audio / video editing etc).
4. Two years' experience in a similar kind of role.

Core Attributes

CMA recognises several core attributes that are central to the ethos and spirit of the organisation. CMA People are required to demonstrate the following attributes:

1. A willingness to commit to the vision and mission of CMA, and the realisation of its goals.
2. A personal commitment to Jesus Christ as Saviour and Lord.
3. A strong Christian character, and avoidance of any behaviour or conduct, either personally or professionally that could be detrimental to the reputation of CMA or their ability to successfully perform their role.

4. A genuine love for and engagement with a Christian faith community, including a desire to help Churches and Christian organisations be more effective.
5. The ability to relate well to people across a broad spectrum of Christian traditions and contemporary churches.
6. A spirit of Christian love and service in all your relationships within CMA, and outside the organisation.
7. The aptitude and flexibility to work as part of a team in a leanly resourced and entrepreneurial environment.
8. Actions that consistently demonstrate a high standard of integrity and professionalism, performing duties with skill, honesty, care and diligence, promoting the best interests of CMA.
9. Responsible and scrupulous behaviour regarding the proper use of CMA information, funds, equipment and facilities.
10. Careful management of both apparent and actual conflict of interests in an ethical manner, promptly disclosing to CMA any interest which may constitute a real or perceived conflict of interest, and acting in a way so as to protect the best interests of CMA
11. Abiding by CMA policies, procedures and lawful directions.