

GyMEA Baptist Church – Position Description

Marketing & Communications Manager

Overview

We're looking for a talented, energetic marketing and communication professional who wants to use his or her skills to help us develop and manage our communication strategy.

This is full-time role split between GyMEA Baptist Church (GBC) (24 hours/week) and Southern Community Welfare (SCW) (12 hours/week).

Southern Community Welfare is a ministry of GBC that provides professional community services (e.g., counselling, case management, and community education). It is governed by a separate constitution and board, but remains a vital part of GBC's vision to see lives changed by Jesus.

The essentials of the role would be the same for both organisations, but with a greater emphasis on communicating with and expanding the donor base for SCW as well as raising the profile of their social enterprise.

Supervision

The Marketing & Communications Manager formally reports to the Senior Pastor of GBC but will receive day-to-day direction from the Senior Pastor and the Director of SCW for the respective components of the role.

Start Date: January 2019.

Key Outcomes

There are three primary objectives of this role that are true for both GBC and SCW.

1. Brand consistency across all communication.
2. A strong and growing social media presence.
3. Increasing engagement with our wider community and donor base.

Primary Responsibilities

- Develop and implement new branding for GBC and SCW that is consistent and effective.
- Serve as the brand manager, responsible for safeguarding how both brands are portrayed in all communication pieces.
- Create a system of quality control (e.g., style guide) for all the communication the organisations produce.
- Identify, develop, and deploy volunteer writers to create content.
- Create and maintain a church wide social media strategy that supports the vision of both organisations.
- Oversee the publication of regular communication: E-news, website, Facebook, Partnership Newsletter, podcasts, annual reports, etc. and develop others as required.

Skill Requirements

- Bachelor's degree in marketing, communications, journalism, or equivalent work experience.
- Excellent communicator (both written and verbal) and creative thinker with the ability to use data to inform strategy.
- Strong attention to detail.
- Keen understanding of modern branding and marketing techniques.
- Ability to effectively utilise social media.
- Demonstrated understanding of communications to a Christian church community.
- Growing Christian faith and character.
- A commitment to the mission of the church.

Additional skills that are desirable include: graphic design, web design.

It is desirable, but not absolutely necessary, that the successful candidate become a part of the GBC community of faith.

Expressions of interest, including a current CV, should be sent to Gynea Baptist Church at Karen.Watkins@gymeabaptist.org.au

Applications close Friday 23 November, 2018.