



COMMUNICATIONS AND MEDIA COORDINATOR

JOB & PERSON SPECIFICATION

AUGUST 2021

POSITION AND PERSON SPECIFICATION

POSITION TITLE: Communications and Media Coordinator

INDUSTRIAL INSTRUMENT: Award-Free

TYPE OF APPOINTMENT: Part-time 0.6 FTE – 22.5 hrs per week

() Permanent

(x) Fixed term (2 years)

DATE CREATED: 7/2021

POSITION DESCRIPTION

1. Summary of the broad purposes of the position

Working with the Pilgrim Uniting Church (Pilgrim) Communications and Media Committee, the Communications and Media Coordinator will be responsible for leading the development and implementation of a comprehensive Communications and Media Plan which will:

- raise the profile of Pilgrim's ministry and mission, increase engagement with the community and assist with delivery of Pilgrim's Strategic Plan
- ensure that Pilgrim's website and social and digital media presence is informative, engaging and meets contemporary standards.

2. Reporting/Working relationships

The Communications and Media Coordinator:

- is accountable to the Pilgrim Church Council
- reports to the Business Manager
- has a collaborative working relationship with the Communications and Media Committee
- has a close working relationship with members of Church Council, Pilgrim's Ministers and staff, committees and volunteers
- will develop effective working relationships with the Pilgrim Congregation, Synod and Presbytery of Southern SA

3. Special conditions

Prior to appointment and at a frequency determined by the Pilgrim Uniting Church Council all employees are required to submit to the satisfactory completion of screening checks as required by Government legislation / regulations and the Uniting Church Synod office.

Flexible hours and some after-hours work as required from time to time.

4. Statement of Key outcomes and associated activities

4.1 Strategic Planning – Communications and Media

- Contribute to the achievement of Pilgrim's Strategic Plan by leading the development and implementation of an effective and appropriate Communications

and Media Plan, in collaboration with the Communications Media Committee and other key stakeholders.

- Undertake a comprehensive review of Pilgrim’s existing social and digital media presence, i.e. website, Facebook, audio visual, and develop and implement appropriate responses consistent with Pilgrim’s strategic priorities and financial constraints.
- Take responsibility for the management of Pilgrim’s website, Facebook and other social media presence, including overseeing and coordinating content contributions by other Pilgrim staff and volunteers.
- Explore new technologies and identify opportunities to enhance engagement with the community and wider church.
- Ensure continuous improvement by monitoring and reporting on digital communications performance using available analytics.
- Provide regular status reports on achievements of agreed communications and media objectives and strategies.

4.2 Engagement and Outreach

- Through the use of use of contemporary social and digital media and technology, and traditional means of communication, increase Pilgrim’s profile across the city of Adelaide and the wider church.
- Produce informative and engaging content (text, images, video and graphics) that is timely, relevant, accurate and suitable for a range of audiences, including the external media.
- Provide digital and social media advice and support to staff and volunteers involved in the planning and delivery of events, campaigns, community engagement, including content, branding, etc.
- Develop opportunities to establish effective contacts with the external media.

4.3 Work, Health and Safety

- Accept responsibility for own safety, and adhere to Pilgrim’s Work, Health and Safety Policy and Procedures.

PERSON SPECIFICATION

Essential Minimum Requirements

A. Qualifications

Tertiary qualifications in Communications, Marketing or appropriate related discipline, or equivalent experience.

B. Experience in:

- Developing and managing communications and media strategies and projects relating to website management, social media, audio visual media and related areas.
- Working with website, design and content management software and use of analytic tools to measure effectiveness.

- Preparing and/or coordinating high quality, engaging and creative website and social media content, media releases and publications aimed at increasing the internal and external profile of an organisation.
- Working as an effective member of a team to deliver organisational objectives, and high levels of service to clients.
- Identifying and analysing new initiatives and opportunities and developing professional business cases and reports.

C. Ability to:

- Maintain contemporary knowledge of, and respond to, new developments with social media, audio visual media and website management.
- Determine priorities, display initiative, manage complex and competing priorities and develop effective solutions.
- Develop collaborative and cooperative working relationships with others and effectively communicate with people of diverse backgrounds, life situations and needs.

D. Knowledge:

- Knowledge of website platforms, analytical tools.
- Sound working knowledge of the Microsoft suite of programs and digital graphic and video content production tools.

E. Other:

- A commitment to the ethos of The Uniting Church in Australia.

Desirable Requirements

A. Qualifications:

As above

B. Experience:

- Experience in working in a not for profit or similar community serving organisation.

C. Ability:

- Ability to quickly gain an understanding of the ethos and mission of Pilgrim Uniting Church and The Uniting Church in Australia.
- Ability to demonstrate warmth, energy and integrity, along with a genuine affinity for interacting with people from diverse backgrounds.

D. Knowledge

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POSITION DESCRIPTION APPROVAL

I have the authority to approve this Position Description on behalf of the Pilgrim Church Council.



HOW TO APPLY

Applications should be addressed to Hannah Way. Please visit henderconsulting.com.au to apply.

For a confidential discussion, please call Hannah Way on (08) 8100 8849.

Please Note

Your application will be automatically acknowledged by a return email.