



DIGITAL COMMUNICATIONS SPECIALIST

Reports to: Executive Director

FTE: 0.6

Classification: Permanent

Communications Strategy, Research and Analysis

Work with key personnel to develop and implement an effective communications strategy with an emphasis on digital channels. This role will:

- a. Review existing communication methods and works with different teams to bring cohesion and structure to our communication strategy.
- b. Research and deliver meaningful recommendations based on clear and thorough research/analysis about the style, content and regularity of different communication channels.
- c. Ensure our overarching communications are balanced, effective and messaged consistently.
- a. Monitor, analyse and report on different campaigns' performance.
- b. Analyse the best use of social media and implement guidelines and protocols for staff to ensure social media is used strategically and effectively.

Branding Management and Development

Proactively manage the cohesiveness and delivery of the Carey brands, ensuring that:

- a. Brands are consistent and effective, challenging the status-quo as we continue to grow

Physical brands, including print and digital media are cohesive, relevant and flow according to latest design and accessibility protocols

Story Telling

Critical to our ministry is the telling of stories - in the right places, to the right people, with the right sensitivities. This role will:

- a. Guide the growth of how we tell stories and how we represent our impact in people's lives to our [different] stakeholders.
- b. Lead the process of gathering, recording and presenting appropriate stories through a range of media channels.

Events

Co-ordinate promotional events eg Open Days, and ensure that all external facing events are viewed as opportunities to promote Carey with appropriate advertising and prospect management.



KEY COMPETENCIES AND SKILLS

ESSENTIAL

- A recent qualification in communications or marketing or a related field (or appropriate experience)
- Excellent verbal and written communication skills
- Proven ability to communicate effectively using a range of social media and channels
- Shows initiative and curiosity
- Competent and confident in the use of systems and technology
- Excellent organisational and planning capabilities
- Demonstrated ability to build good relationships

KEY ATTRIBUTES

A variety of personal attributes will converge in the life of the successful applicant:

- A love for Jesus, with a passion for the vision, mission, and values of the College
- A strong commitment to the local church
- A passion, and call to, support students in theological education
- The ability to inspire and encourage others into ministry and service
- A team player, with a commitment to developing community
- Energetic, creative, flexible, and self-motivated, able to take initiative
- Resilient and imaginative when it comes to meeting challenges
- A sense of humour

OTHER

Some evening and weekend work may be required.