

Position Description

Marketing and Communication Manager

[0.6 FTE, 3 days a week]

POSITION DESCRIPTION: Marketing and Communication Manager

A. POSITION OVERVIEW

The Marketing and Communication Manager will be a key part of the vibrant team at Christian Education National, overseeing all areas of marketing, branding and communications. This role is reliant on the person being creative and proactive across all areas of CEN's business, and excited and supportive of the vision and mission of the organisation.

B. PERSONAL CHARACTERISTICS & GENERAL ROLE EXPECTATIONS

The following attributes are important for the successful candidate:

1. An actively demonstrated personal Christian faith, evident in all aspects of life
2. Respect, promote and work within the organisational authority structure of Christian Education National
3. A demonstrated commitment to serving Christ in Christian education as stipulated in the mission, vision and core values of Christian Education National (CEN).
4. Relevant qualifications, training, and experience that are appropriate to fulfil this role. Evidence of study with the National Institute for Christian Education would be advantageous.
5. High level communication and interpersonal skills in working alongside members of the CEN community, including effective collaboration.
6. An ability to articulate a distinctively Christian world view.
7. Ongoing and demonstrable commitment to CEN policy requirements.
8. Personal qualities such as adaptability, flexibility, initiative, versatility, enthusiasm, optimism and the ability to work within a constantly changing environment.
9. A demonstrated commitment to professional self-development in the field of Christian Education.

NB. Copies of the Constitution, the Vision and Core Values Statement can be found on the CEN website

C. MAIN FUNCTIONS & RESPONSIBILITIES

Duties	Position Expectations
Strategic Planning and Leadership	<ul style="list-style-type: none"> • Develop and implement comprehensive marketing and communication strategies aligned with the organisation's goals. • Oversee the creation and execution of marketing campaigns, including digital, print, and event-based initiatives. • Provide leadership and direction to the marketing and communications team.
Brand Management	<ul style="list-style-type: none"> • Ensure consistent brand messaging across all platforms and materials. • Develop and maintain brand guidelines to uphold the organisation's image and reputation. • Monitor and analyse brand performance, making recommendations for improvements.
Content Creation and Management	<ul style="list-style-type: none"> • Oversee the production of high-quality content, including newsletters, press releases, blog posts, social media updates, and marketing materials. • Manage the organisation's digital presence, including website updates and social media channels. • Coordinate with internal teams to gather content and stories that highlight the organisation's impact.
Media Relations and Public Relations	<ul style="list-style-type: none"> • Build and maintain relationships with media outlets and journalists. • Prepare and distribute press releases and manage media inquiries. • Organise and oversee press conferences and media events as needed.
Stakeholder Engagement	<ul style="list-style-type: none"> • Develop and maintain strong relationships with key stakeholders, including donors, partners, volunteers, and the community. • Coordinate and manage stakeholder communications, ensuring timely and effective information sharing. • Lead initiatives to enhance stakeholder engagement and support.
Analytics and Reporting	<ul style="list-style-type: none"> • Monitor and report on the effectiveness of marketing and communication strategies and campaigns. • Use data and analytics to inform decision-making and improve future initiatives. • Provide regular reports to the CEO and Board on marketing performance and outcomes.
Budget Management	<ul style="list-style-type: none"> • Develop and manage the marketing and communications budget. • Ensure effective allocation of resources to achieve strategic goals. • Monitor expenditures and ensure financial accountability.

Duties	Position Expectations
Conferences / Events	<ul style="list-style-type: none"> • Assist in the production/distribution of conference promotional material as required. • Develop conference booklets as required. • Be involved in the planning and communications of conferences.
Personal Professional Development	<ul style="list-style-type: none"> • Continually develop and deepen a personal understanding of the nature and purpose of Christian education. • Attend relevant training and/or professional development as agreed to or directed by the CEO.

This role is accountable to the CEO of Christian Education National