



## **TRINITY THEOLOGICAL COLLEGE, PERTH**

### **MARKETING AND COMMUNICATIONS MANAGER (0.8.FTE)**

#### **Who We Are**

Trinity Theological College exists to “prepare people for effective Christian service.” Some 400 degree and diploma graduates now serve in churches or parachurch ministries in Australia and beyond. Our community access courses (Trinity@Night and Trinity in Town) have benefitted over 4000 people. The need for people to be equipped to teach and apply the Scriptures faithfully and lovingly is vital (Matthew 9:35).

As an independent theological College with an evangelical and reformed tradition we treasure the person and work of God, Father, Son and Holy Spirit and acknowledge the inspiration and authority of the Bible in matters of faith and conduct. We seek to depend upon God in all things, care for one another, and go the extra mile. Our training model accents the gospel as the message of Scriptures, theological integration, learning in community, and application for ministry in multiple contexts.

#### **The Role**

The Marketing and Communications Manager is a senior role within the Executive Team and reports directly to the College Principal. They will bring strategic development and day to day implementation of the Marketing and Communications for the College to ensure 1. The creation and production of purposeful and engaging content for external and internal communications. 2. The enhancement of the College’s brand, reputation, and profile is enhanced

The position is 0.6-0.8 FTE with some flexibility as to hours and working out of office. Anyone seeking 1.0 FTE is encouraged to apply for the position.

#### **Key responsibilities:**

- Warmly and faithfully represent the beliefs, values, and mission of the College.
- To actively build relationships with staff, students, and alumni and other key stakeholders to ensure the clear communication of the purpose, brand and product of the College.
- Work to grow, enhance and protect the College’s brand, reputation and profile.
- Develop and implement annual marketing and communications plan and calendar, budgets, and reporting.
- Work with the Relationships Manager to measure the effectiveness of campaigns and ensure accurate and timely reporting.
- Oversee the development of marketing, communications, promotional and engagement strategies to deepen and grow strategic partnerships with churches, alumni, and other stakeholders.
- Develop, implement, monitor, and evaluate marketing, communications, promotional and engagement strategies across all media (particularly towards student enrolments and fundraising).

- Create and deliver purposeful and engaging content for key target audiences, including writing copy, designing creative assets, executing content strategies and overseeing the creation of videos.
- Manage the corporate brand and messaging across all touchpoints of the business to ensure alignment and consistency in internal and external communications.
- Organise photoshoots and video production ensuring the outcomes deliver on-brand content assets for use across online channels, printed materials and for partnerships visitations.
- Oversee and manage the College's digital presence, including the website, website performance analytics and social media.
- Oversee the creation, production, and delivery of high-quality print publications and other communications (includes *Trinity News*).
- Oversee use of CRM for marketing automation, customer communications and email marketing.
- Lead, mentor, coach and support other team members.
- Provide strategic leadership through the Executive Team to enhance College operations, activities, and performance in alignment with the College's strategic goals, mission and values.

### **Skills, Experience, and Attributes**

1. A creative leader, minimum of 4 years of experience in digital marketing and/or marketing communications.
2. Formal qualifications in Marketing or Communications.
3. Strong experience in copywriting and editing with excellent knowledge of both verbal and written English.
4. Demonstrated commitment to quality and attention to detail, accuracy, and ability to be discrete with information.
5. A proactive and analytical, data driven approach to problem solving.
6. The ability to prioritise and manage projects and tasks with conflicting deadlines.
7. Knowledge and experience in current digital and social media technology/channels and how to leverage these as part of an overall social business strategy.
8. A proven ability to manage social media platforms and produce engaging content aligned with the brand tone of voice and visual identity.
9. The ability to work independently in a highly autonomous role, with a positive 'can do' attitude, strong work ethic, energy, drive, and enthusiasm.
10. Demonstrated ability to use Adobe Creative Cloud, CRMs and tools such as Canva, Google Analytics, Google AdWords and Meta/Facebook Business Manager, and the ability to analyse data to make informed decisions based on performance.
11. Willingness to work outside business hours occasionally.
12. Experience with leading and managing of team of minimum 2 direct reports.
13. Willingness to work as part of a team and share information and expertise.
14. Unlimited and unrestricted working rights for Australia.

## **Application Process**

To make an application for this position please submit the following to Gillian Kirkness, Executive Assistant [Gillian.Kirkness@ttc.wa.edu.au](mailto:Gillian.Kirkness@ttc.wa.edu.au), with “**Marketing and Communications Manager + your name**” in the subject line:

1. A one-page letter outlining the reasons for applying for this position.
2. A document addressing the ‘Skills, Experience and Attributes’ and your suitability for the role. Please respond only to these areas using the STAR technique. Describe a recent work-related **Situation** or **Task**, **Action** you took to complete the task or resolve the situation and the **Results** you achieved. (Maximum 3 pages), and
3. A curriculum vitae which includes the names of four relevant referees (including pastor and most recent employer/supervisor).
4. A small portfolio showcasing a few examples of your work.

You will receive an email acknowledgement of receipt of your application, if you do not receive one, please resubmit your application or phone us on (08 9228 9067). Any questions about the position or application process may be sent to the above email address.

**Applications close 5:00pm Wednesday 29 March 2023.**

The College reserves the right not to make an appointment.

Trinity is an affiliated college of the Australia College of Theology.