

## Trinity Theological College

<b>Position Description</b>	
<b>Position Title:</b>	Marketing and Communications Coordinator
<b>Industrial Instrument and classification:</b>	Educational Services (Post-Secondary Education) Award
<b>Reports to:</b>	Academic Dean
<b>Primary Purpose of Position:</b>	Responsible for the production and publication of high-quality print and digital media resources, and oversight of the College's website and social media platforms, to advance the College's brand and mission.
<b>Position relates to:</b>	Staff; Students; Suppliers
<b>Number of staff and volunteers under supervision:</b>	None
<b>Budget and/or revenue accountable for:</b>	Promotions and publicity budget
<b>Mandatory qualifications and/or licences:</b>	Marketing or related field
<b>Selection Criteria</b>	
<p><b>Essential</b></p> <ol style="list-style-type: none"> <li>1. A committed Christian, who supports the values and ethos of Trinity.</li> <li>2. Accredited degree in marketing or closely related field.</li> <li>3. Demonstrated skills in production of high-quality graphic design for print and digital media, website design / management, and social media platforms.</li> <li>4. Excellent verbal and written communication skills, especially for communicating theology and ministry convictions.</li> <li>5. Experience in working with a team of people, including the ability to drive a project to completion.</li> <li>6. Willingness and an eye to recommending opportunities for improvement.</li> </ol> <p><b>Desirable</b></p> <ol style="list-style-type: none"> <li>1. Accredited degree in theology or ministry.</li> <li>2. Experience in church or parachurch ministry.</li> </ol>	
<b>Key Duties</b>	
<ul style="list-style-type: none"> <li>• Oversight of design, content, and production of all marketing and communications material, including but not limited to print, digital, email and social marketing, with specific focus on:             <ol style="list-style-type: none"> <li>a) Promotion of events</li> <li>b) Advertising material for degree and other courses</li> <li>c) Marketing material for external conferences and publications</li> <li>d) Other design assets that aim to reach a wide audience.</li> </ol> </li> <li>• Management of the website and analytics, including any redesign processes.</li> <li>• Managing all day-to-day work with external marketing or design companies.</li> <li>• Arranging photo or video shoots and privacy around photo collection, use and storage (as required).</li> <li>• Determining the criteria for recipients of all bulk communication material, including the form it is sent in.</li> <li>• Other duties as required.</li> </ul>	