

# ROLE STATEMENT

<b>Role Title:</b>	Media & Communications Administrator
<b>Department:</b>	Mission Support
<b>Location:</b>	Brisbane
<b>Reports to:</b>	Media & Communications Manager

## SU QLD Vision & Mission

Our **mission** is to bring God's love, hope and good news to children, young people and their families.

Our **vision** is to see each child and young person connected and supported in community, serving others, and experiencing fullness of life.

SU QLD is an inter-denominational Christian organisation which has worked in schools for more than 80 years and has successfully employed chaplains since 1990. We have more than 700 people and a highly valued network of 3500 volunteers.

## Purpose of Role

This role assists in developing, writing and coordinating production for communications materials required by the Communications team. This role is responsible for aligning the SU QLD Corporate literature to that of the fundraising campaigns, digital production, media responses and general promotional collateral.

## Key Relationships

Internal	<ul style="list-style-type: none"><li>○ Media &amp; Communications Manager</li><li>○ Mission Support Department</li><li>○ Chaplains and Field and Office Employees across SU QLD</li></ul>
External	<ul style="list-style-type: none"><li>○ Donor Strategy Consultant/s</li><li>○ Mailhouse/s</li><li>○ Media Advisors</li><li>○ Key Journalists</li><li>○ Printers</li></ul>

Key Accountabilities	Expected Outcomes
<p><b>1. Marketing and Communication coordination</b></p> <ul style="list-style-type: none"> <li>• Work in consultation with senior leadership, department members and consultants in the execution of the SU QLD Marketing &amp; Communications Plan.</li> <li>• Assist in producing SU QLD’s regular electronic communications and printed publications, including regular newsletters, emails, appeals, donor response letters and receipts, press releases and media statements.</li> <li>• Assist in the development and coordination of specific presentations, both electronic and print, such as video scripts, fundraising proposals and annual reports.</li> <li>• Assist in the writing, proofing and editing of Marketing and Communications documents as required.</li> <li>• Develop and research content for testimonials for use in written publications and presentations.</li> <li>• Support the Media and Communications team in handling media enquiries.</li> <li>• Provide assistance to the Media and Communications Manager in writing and coordinating corporate event literature, including digital and print promotional material, pre-and post-event promotions and follow up material.</li> </ul>	<ul style="list-style-type: none"> <li>○ Positive feedback from internal and external stakeholders.</li> <li>○ Successful delivery and flexible approaching in responding to ongoing demands for the creation of ad hoc communication collateral.</li> </ul>
<p><b>2. Internal and external relationships</b></p> <ul style="list-style-type: none"> <li>• Under the guidance of the Media and Communications Manager, you will be capable of communicating to a media network of newspaper, television and magazine journalists when required.</li> <li>• Working closely with the Media and Communications team, you will help coordinate the work of consultants, including video production houses and appeal writing specialists.</li> <li>• Work with internal departments to meet their Communication needs.</li> </ul>	<ul style="list-style-type: none"> <li>○ Positive feedback from internal and external stakeholders on relationship development and high quality production of communication and marketing materials.</li> </ul>

<p><b>3. Team contribution</b></p> <ul style="list-style-type: none"> <li>• Contribute at team meetings; provide back up to other team members when required; particularly in wider organisation-based activities and learning opportunities.</li> <li>• You will comply with all WH&amp;S policies and procedures; protect your own health and safety and the health and safety of others; and report hazards, risks and all incidents.</li> <li>• Contribute as and when required to respond to senior management and senior officer requests.</li> </ul>	<ul style="list-style-type: none"> <li>○ Positive feedback from Media and Communications Delivery Manager.</li> </ul>
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**Qualifications**

- A Diploma qualification or higher and/or combination of Marketing / Communications / Journalism experience

Competency	Definition
<p><b>Technical / Professional</b></p>	<p>Having achieved a satisfactory level of performance in specific professional /technical areas. This should include specific experience and specific professional “know-how”, including:</p> <ul style="list-style-type: none"> <li>○ Having a minimum of 1 year professional experience in communications, marketing, fundraising or journalism</li> <li>○ Strong and flexible writing skills across a diverse range of mediums for a variety of target audiences</li> <li>○ Skills in sourcing for and developing compelling stories and engaging written collateral</li> <li>○ Capacity to communication with journalists and handle media queries when required</li> <li>○ Experience in contributing to an organisation’s social media channels (<i>desirable</i>)</li> <li>○ Photography skills (<i>desirable</i>)</li> </ul>
<p><b>Oral Communication</b></p>	<p>Presenting ideas effectively to individuals or groups when given time for preparation (including non-verbal communication and use of visual aids); targeting presentations to the characteristics and needs of the audience</p>
<p><b>Written Communication</b></p>	<p>Expressing ideas clearly across both print and digital mediums (letters, emails, web content, flyers and brochures)</p>
<p><b>Information Monitoring</b></p>	<p>Setting up ongoing procedures for collection and review of information necessary for the management of projects or an organisation; taking into consideration the skills, knowledge, and experience of the</p>

	responsible individuals and characteristics of the assignments of projects.
<b>Independence</b>	Taking actions in which the dominant influence is one's own convictions rather than the influence of others' opinions and reactions.
<b>Client service orientation</b>	Making efforts to listen to and understand the client (both internal and external); anticipating their needs; giving high priority to client satisfaction.

<b>Additional Requirements</b>	
SU QLD requires that the incumbent to be:	
<ol style="list-style-type: none"><li>1. able to subscribe to the aims, beliefs and working principles of SU</li><li>2. able to demonstrate a living and personal relationship with Jesus Christ</li><li>3. able to show strong Christian character evidenced by servant leadership, valuing of people in general and marginalised people in particular</li><li>4. a respected member of a local Christian church we recognise</li><li>5. a holder of a "Blue Card" from the Blue Card Services Department for the purposes of child related employment</li><li>6. willing to work under SU QLD's Employee Code of Conduct</li></ol>	

<b>Developed by</b>	Media and Communications Manager & People Services Business Partner
<b>Checked by</b>	Director of Mission Support
<b>Approved By</b>	Head of People Services
<b>Effective Date</b>	03/2019