



# Position Description

## Senior Marketing Officer – Ministry & Events

Wesley Public Affairs & Advocacy  
July 2022

### Agreement

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Signed – Manager

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Signed – Employee

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# Senior Marketing Officer

## 1. Overview of Wesley Mission

Wesley Community Services Limited, a company limited by guarantee pursuant to the Corporations Act 2001, is a Public Benevolent Institution operating as Wesley Mission to deliver services and programs to provide direct relief of poverty, sickness, suffering, distress, adversity, disability, destitution, and helplessness in New South Wales and other parts of Australia as inspired by the work of Jesus Christ in word and deed.

Our vision is to:

“Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to all the people you can, as long as ever you can”.

Out of Christian love and compassion we are driven by Christlike servant hood, unfailing integrity and courageous commitment.

The organisational plan is based on four key result areas, namely:

- our clients
- our people
- our operations
- our financials

Our position descriptions and performance plans are aligned with these four key result areas.

## 2. Overview of Wesley Public Affairs & Advocacy

The operational work of Wesley Mission includes a portfolio of community service activities that is amongst the most diverse of any Australian organisation. The role of Wesley Public Affairs & Advocacy, within the Wesley Communications & Partnerships portfolio is to:

- support the CEO and Superintendent’s media and advocacy activity
- build Wesley Mission’s profile through engaging with media, government, foundations and key stakeholders
- deliver research, publications and events that express Wesley Mission’s Word and deed mission, and service expertise to support people most in need.
- build Wesley Mission’s Pitt St Hub into a thriving, 7-day presence, promoting community connection and wellbeing.



### 3. Overview of role

The role of Senior Marketing Officer – Ministry & Events is responsible for supporting the CEO and Superintendent's profile and key projects to position Wesley Mission as a pre-eminent provider of community services in NSW, and as a 'lighthouse' church.

The Senior Marketing Officer supports and develops the CEO and Superintendent's media products for a range of formats, including Wesley Mission's renewed TV strategy and the creation of high-quality content to express Wesley Mission's Word and deed mission.

The Senior Marketing Officer facilitates the CEO and Superintendent's strategic communications, including external newsletter, social media features and a potential future podcast, among other timely deliverables, and assists with internal communications initiatives.

Working closely with two direct reports, the Senior Marketing Officer oversees major Wesley Mission events where the CEO and Superintendent is involved and delivers tools and resources to uplift the standard of all events. The Senior Marketing Officer oversees the essential partnership with Wesley Congregational Life to deliver marketing, communications and event support that helps Ministers and Pastors to achieve their shared 10-year strategy to become a Spirit-led disciple-making movement.

### 4. Relationships

Reports to: Executive Manager - Public Affairs & Advocacy

Direct reports:

- Marketing Officer – Wesley Congregational Life (funded role)
- Marketing Officer – Events

### 5. Major role responsibilities

#### 5.1 Our clients

- develop and grow CEO and Superintendent's profile to position Wesley Mission as a leading community services organisation and church
- develop, execute and refine CEO content strategy to achieve targeted growth of subscribers, supporters and followers
- produce high-quality content across a range of formats to express Wesley Mission's integrated Word and deed mission
- deliver engaging and inspiring events to a high standard and on budget
- provide specialist advice to support the growth of engaged communities in-person and online
- contribute to internal communications to engage staff, volunteers and congregations

#### 5.2 Our people

- manage two direct reports to achieve timely and high-quality delivery of projects
- build internal and external relationships to facilitate delivery of shared projects and events



- develop open, supportive and collaborative working relationships within Wesley Communications & Partnerships, Wesley Congregational Life and across Wesley Mission
- engage with colleagues and be a positive and pro-active member of the team
- ensure all Human Resource (HR) policies/procedures are understood and adhered to
- on a quarterly basis, document your progress using the Employee Contribution & Development template and meet with your manager to discuss
- ensure your position description is up-to-date and identify career training and development and career growth opportunities for yourself
- regularly report to your manager on team issues such as resourcing needs, performance, training/development, disciplinary action, leave, Work, Health & Safety issues
- identify and recommend opportunities to increase team satisfaction
- attend all scheduled meetings.

### **5.3 Our operations**

- develop and maintain calendar and production schedule to implement media, tv and content strategy
- edit and provide production oversight of all CEO material with a high level of attention to detail
- prepare concept proposals and production documentation, and conduct regular post-project reviews engaging in continuous improvement
- engage and thoroughly brief internal and external project contributors
- ensure adherence to the Wesley Communications & Partnerships project delivery processes
- support Wesley Mission's approved advocacy strategy and key messaging to stakeholders to build supporters
- daily use of monitoring tools and providing reporting on key metrics at regular intervals.

### **5.4 Our financials**

- partner with services and congregations to deliver projects with shared budgets to agreed outcomes and deadlines
- ensure all projects are delivered to budget and seek opportunities to minimise expense and demonstrate good stewardship of available resources wherever possible.

## **6. Professional responsibilities**

- as directed, other activities to support the delivery of the Wesley Communications & Partnerships business plan and Wesley Mission's Strategic Plan, as requested by your manager
- as an employee, be responsible under the Work Health & Safety Act for the health and safety of all persons they come into contact with, during employment. All hazards and injuries must be reported through the normal process as set out in Wesley Mission's Work Health, Safety and Rehabilitation Quality Management System and site procedures
- participate in the review and maintenance of industry specific and internal audit processes, as per Wesley Mission's standard policy and procedures
- in relation to Wesley Mission and the Uniting Church in Australia, attend such functions, meetings, seminars, training courses as directed by your manager
- in relation to Wesley Mission attend worship services as encouraged by your manager
- participate on a quarterly basis in Wesley Mission's Employee contribution and development process
- take responsibility for personal career development and training



- participate in Wesley Mission's Orientation program, so as to gain an understanding of, and promote, the application of the EEO, Affirmative Action, Privacy Act, Work Health & Safety Act and other relevant legislation
- administer Wesley Mission's philosophy of care and other relevant policy documents as appropriate
- demonstrate responsible stewardship of all resources, and willingness to report impropriety in keeping with the values of Wesley Mission
- ensure the reputation and integrity of Wesley Mission is maintained at all times
- maintain confidentiality.



## **7 Selection criteria**

To be successful in this position, candidates must possess the following:

### **7.1 Demonstrated behaviours**

- strong alignment with and willingness to affirm Wesley Mission's vision, mission and values and enthusiastically uphold our Word and deed mission
- flawless stakeholder management and ability to work across a diverse range of settings and cultures
- excellent interpersonal skills to nurture relationships and to relate well to all people that Wesley Mission supports
- confident professional with strong project and production management experience
- highly organised, flexible and adaptable
- displays emotional intelligence and resilience.

### **7.2 Essential skills/knowledge**

- demonstrated experience in leading teams including direct reports and freelance creatives
- demonstrated experience in creative development and production processes to deliver high-quality content
- experience with faith-based communications and an understanding of the Australian Christian landscape
- experience in event management from small to large scale events
- exceptional written communication skills
- demonstrated analytical and reporting skills
- proficient computer skills in Microsoft Office and project management tools
- NSW working with children check.

### **7.3 Desirable skills/knowledge**

- experience developing online communities and/or networks of supporters
- tertiary qualification or similar experience in marketing, creative/event production, brand development, communications or similar field
- experience with analytics tools
- an appreciation of the challenges involved in working within a diverse workforce within a not for profit environment.