

POSITION DESCRIPTION



Position Title: Communications Manager
Department: Operations/Communications
Load: Part-time (15 hours/week); 6 month contract
Location: 47 Jennifer Street, Seventeen Mile Rocks QLD 4073

Position Overview	
<p>The Communications Manager is responsible for the delivery of the Riverlife communications content and media across all ministry portfolios.</p> <p>This role has oversight of content development including written, oral, print, digital and online media in collaboration with ministry portfolios and respective church stakeholders. They will assist to manage the Communications Team and external communications consultants in conjunction with the Operations Manager.</p> <p>The Communications Manager will:</p> <ol style="list-style-type: none"> 1. Create and distribute written and visual content to promote ministries and events at Riverlife across digital platforms. 2. Assist the Spiritual Formation Pastor in developing and delivering new content and new delivery opportunities for digital content. 3. Re-purpose existing content for digital delivery that enhances Riverlife’s online footprint and content library. 4. Work with Riverlife Ministry leaders to leverage delivery of content for promoting Riverlife events, programs and ministries in addition to outreach, training and discipleship opportunities. 5. Advise on and manage creative direction and content development for special projects including outsourcing of graphic design and printing to contractors and suppliers. <p>*Please note: due to the ever changing nature of technology and the digital environment, ‘digital platforms’ is used as a generic phrase that covers social media, web-based platforms like YouTube, website/blog/online written content, podcasts; and emerging platforms that are as yet undeveloped or unexplored (like TikTok, etc.).</p>	

Key Relationships & Accountability	
Reports To:	Operations Manager
Direct Reports:	1 – Visual Media Designer
Key Interaction:	Spiritual Formation; Reach; Communications; Support Services

Key Result Areas	Outcomes
1. Strategic Planning and Implementation	(a) Assist in delivering content for Spiritual Formation on Riverlife’s digital platforms in consultation with the Spiritual Formation Pastor that is: <ol style="list-style-type: none"> i. aligned with the Riverlife Vision, and Values. ii. biblical, relational, purposeful, and relevant.

	<p>iii. accessible and helpful to Riverlife staff, ministry volunteers, church community and external community.</p> <p>(b) Ensure content is timely, in line with the wider content and direction of Riverlife towards the church vision.</p>
2. Team & Leadership Development	<p>(a) Programs and processes delivered to train and develop a team that is necessary to meet both current and expanded needs of the Riverlife’s digital platforms.</p> <p>(b) Relationships are built within the volunteer teams that foster creativity and that reinforce Riverlife’s core values, and model kingdom family.</p> <p>(c) Regular feedback to content creation teams for development.</p> <p>(d) Provide adequate care, support, development and accountability for direct reports including annual reviews.</p>
3. Process Management & Improvement	<p>(a) Work with the Communications Team and ministry portfolios to ensure effective project and program oversight including planning, implementation, completion and evaluation.</p> <p>(e) Ensure procedures are in place for escalation points of decision making to appropriate delegates when point of oversight is not available.</p> <p>(f) Provide regular reporting on departmental outcomes as requested by the leadership.</p>
4. Content	<p>(a) Create, curate and commission content that provides engagement and discipleship support to the Riverlife community inline with the vision of Riverlife.</p> <p>(b) Ensure content creation and delivery is coordinated across platforms, Support Services and with the relevant ministry team in a timely and effective manner.</p> <p>(a) Ensure the use of effective platforms and modes of delivery for content, including accurate engagement metrics.</p> <p>(b) Ensure current trends and opportunities in digital platforms are assessed and implemented where directed by the Senior Leadership Team via the Spiritual Formation Pastor. Provide regular reporting on departmental outcomes as requested by the leadership.</p>

Essential Competencies	
Knowledge/Experience	<ul style="list-style-type: none"> • Copy and creative writing experience • Editorial skills • Basic graphic design experience (minimum competence in Canva but Adobe Suite valuable) • Experience in a team leader or management capacity • Experience in successful delivery of projects within communications, design or digital media environment • Developed knowledge of the principles and practices of all forms of oral and written communications and video and photographic mediums. • Ability to effectively gather and synthesise information and stories across the organisation for publication or promotion through all forms of media.

	<ul style="list-style-type: none"> • Interpersonal skills to facilitate and work with a wide range of individuals and groups, professional and volunteer, both within the Riverlife community and related stakeholder groups • Proven experience of allocating work to a team, monitoring workflow and ensuring delivery targets are met • High degree of personal commitment to the delivery of high-quality work • Be a lateral thinker (out of the box) - bring new initiatives to the table • Highly organised, efficient, ability to prioritise and be assertive when needed • Previous experience with performance management, staff development and training – desirable
Technical/Professional Skills	<ul style="list-style-type: none"> • Advanced creative writing skills • Demonstrated competence in website management (content development required, web development optional) • Demonstrated competence in digital platforms, including social media (i.e., FB, Twitter, Instagram, TikTok), media platforms (i.e., YouTube, Podcasting, web), training platforms (i.e., Teachable) • Demonstrated critical thinking to solve problems and make decisions • Technical aptitude with Office 365 suite and online management platforms • Technical experience in digital content delivery platforms
Qualifications	<ul style="list-style-type: none"> • Tertiary qualifications in a business or communications-related discipline – mandatory • Ministry qualifications valued

Essential Personal Qualities
<ul style="list-style-type: none"> • Demonstrate a personal and growing relationship with Jesus • Demonstrate a Christ-like character • Undertakes to be in full agreement with the Riverlife vision and values • Regularly attends and is a part of the life and community of Riverlife Baptist Church • Capacity to work with diverse matrix (interconnected) teams of staff and volunteers • Displays humility, being quick to point out the contributions of others emphasizing team over self and defining success collectively rather than individually (Humble) • Self-motivated and diligent, constantly thinking about the next step and the next opportunity (Hungry) • Display good judgment and intuition around the subtleties of group dynamics and the impact of their words and actions (Smart)

Family Core Values
<p>We believe that all Riverlife staff must model and align with the following core values:</p> <ol style="list-style-type: none"> 1. Spirit-Led: We submit daily to the Holy Spirit as He provides us with power to declare and demonstrate Christ’s kingdom. We seek to live under His leading as our source of understanding of spiritual truth, wisdom and guidance to advance the Kingdom and do what is right (John 16:13, Romans 8:14). 2. Servant-Hearted: We humbly serve God, His church and our community through faithful dedication. We believe our empowerment for true service is intimacy with Jesus Christ through prayer, obedience to His Word, and dependence on the power of the Holy Spirit within (Matthew 20:28, Philippians 2:4).

3. **Authentic:** We seek to honestly journey as a faith community celebrating our strengths and aware of our imperfection. We seek to walk in integrity as honest and reliable individuals choosing to trust and forgive one another (Proverbs 11:3, Psalm 25:21, Matthew 18:15-16).

All Riverlife employees are required to:

- Work under the authority of Christ, the Church Eldership and Senior Pastor in seeking the growth and development of Riverlife Baptist Church.
- Be a good role model in all areas of personal and spiritual life, seeking to put Riverlife ahead of personal gain.
- Comply with the requirements of the Working with Children’s Policy and Procedures, Workplace Health and Safety (WH&S) legislation and related WH&S procedures developed for Riverlife Baptist Church.

Other Duties

As directed by the Senior Pastor or Operations Manager.

Acknowledgement

I acknowledge that I have read and understood the key result areas described in this Position Description and agree to carry out my duties to meet these outcomes to the best of my ability. I also understand that at times I may be required to undertake other duties relevant to the position that are not listed in this statement. I have received a copy of this Position Description.

NAME: _____

SIGNED: _____

DATE: _____

WITNESS: _____

DATE: _____