



the grainery church

## POSITION DESCRIPTION

Position Information	
<b>Job title:</b> Media and Communications Lead	<b>Reports to:</b> Executive Manager
<b>Team:</b> Media and Communications	<b>One up Manager:</b> N/A
<b>Job Description</b> <input checked="" type="checkbox"/> New <input type="checkbox"/> Updated	<b>Date created:</b> November 2020
<b>Key Relationships:</b> <ul style="list-style-type: none"><li>Executive Manager</li><li>Media Team</li><li>Ministry leaders and staff</li></ul>	<b>Hours per week:</b>  30.4 hours (4 days per week)

Primary Purpose
The Media and Communications Lead oversees the overall communication strategy for The Grainery Church; oversees and manages the Media and Communications team; and manages incoming projects.

Key Accountabilities
<ul style="list-style-type: none"><li>Oversee the communications strategy for The Grainery alongside the Senior Pastor, Executive staff and ministry leaders. This includes communication to internal staff and key volunteers, people in the church and the wider city of Newcastle.</li><li>Strengthen The Grainery's brand and position in the city of Newcastle as needed, through the creation of consistent messaging and a visual identity, strategic promotion strategies and understanding how the church can be integrated with key city-wide events.</li><li>Unify The Grainery's Ministries by understanding their vision, goals and plans, working with Ministry Leaders to create a cohesive plan that allows for all to be promoted effectively.</li><li>Manage the media team by building culture amongst the team and other ministries, and holding staff accountable.</li><li>Provide marketing input for campaigns that promote large events such as conferences, seasonal events (Easter and Christmas), camps etc.</li><li>Work to ensure effective internal communication with leaders, staff and key volunteers including throughout project execution.</li><li>Manage the coordination and delivery of projects for the Media team through the promotional calendar, workflow and project systems and processes.</li><li>Oversee production processes for the media team including printing quotes and distribution of final deliverables.</li><li>Assist in marketing deliverables as needed.</li></ul>

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## Job Specific Skills, Knowledge & Qualifications, Experience

<p><b>Skills</b></p>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Proven ability to co-ordinate small, medium and large-scale projects, meet deadlines and work well with staff/volunteers</li> <li>• Strong organisational skills and proactive approach</li> <li>• Strong communication skills and highly collaborative</li> <li>• Strong interpersonal skills in order to develop and manage relationships with internal staff and external contacts</li> <li>• Creative thinking and problem-solving ability</li> <li>• Self-learning and seeks own development within team</li> <li>• Collaborates well within the team</li> </ul>
<p><b>Knowledge &amp; Qualifications</b></p>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Qualifications in communications, marketing, media etc.</li> <li>• Understanding of the project management tools</li> <li>• Knowledge of digital/online production process</li> <li>• Knowledge of current creative trends and technologies</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Knowledge of audiovisual production process</li> </ul>
<p><b>Experience</b></p>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Experience in a similar role</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Experience working for a Christian ministry or not-for-profit organisation</li> </ul>

## Staff Expectations

- Relationship and commitment to Jesus Christ.
- Total commitment to The Grainery Church and its vision.
- Be a person of prayer, with strong personal devotional practices.
- Endorse and encourage faithfulness towards the practices of the Christian faith and the culture of The Grainery Church.
- At all times act at a high standard of professional behaviour.
- Not act, or be seen to be acting, in conflict with the best interests of the Church.
- Be an active part of whole church events.
- Always strive for clear and reliable communication internally within own ministry, and externally in communicating with all leaders, staff, and other individuals.
- Practice responsible time management.
- Work effectively within teams.

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- Strive to complete all weekly tasks, including those extra tasks allocated to you during staff/ ministry specific meetings, and if unable to complete, communication of this is provided to those involved.
- Show respect to all Grainery ministries, always working alongside other ministries towards the greater vision of The Grainery. This includes being respectful of all church resources and room usage.
- Ensure to follow correct administrative and organizational processes, for example working within the church's event calendar; seeking approval for events, rearranging spaces/rooms back to the original state after use.
- Follow and work within all legal procedures and processes, including diligently taking responsibility for any WH&S and Child Protection concerns within your ministry.

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