



the grainery church

POSITION DESCRIPTION

Position Information	
Job title: Digital Marketing Coordinator	Reports to: Media and Communications Lead
Team: Media and Communications	One up Manager: Media and Communications Lead
Job Description: <input type="checkbox"/> New <input checked="" type="checkbox"/> Updated	Date updated: May 2022
Key Relationships: <ul style="list-style-type: none">• Media and Communications Lead• Media and Communications Team• Grainery Church Ministry Leaders• Other Grainery Church staff and volunteers	Hours per week: 22.8 hours (3 days per week)

Primary Purpose

The Digital Marketing Coordinator is responsible for the successful creation and management of online content, online platforms, and digital marketing for The Grainery Church, under the guidance of their manager.

Key Accountabilities

- Assist in developing brand awareness and the presence of The Grainery Church on all internal and external digital platforms, including; our CRM, websites, app, social media, and YouTube etc.
- Work with leaders and volunteers to develop and build consistent brand awareness and content on digital platforms for individual ministries and their activities (e.g. Courses, Young Adults Ministry, Kids Ministry etc).
- Develop/source content for The Grainery Church as required.
- Support ministry leaders to create, manage and upload content to digital platforms as needed.
- Administratively manage and update external facing digital platforms for The Grainery Church, including social media platforms, YouTube, websites, and app.
- Working with the Communications and Media team, establish and oversee integrated, online promotional strategy for campaigns, events and activities across all Grainery ministries.

Subject: Position Description	Owner: HR	Job Family: MarComms
Issue Date: May 2022	Version: 1.0	Page 1 of 3

- Promote and report on campaigns, events and activities through social media and digital advertising as needed.
- Manage and update internal facing digital platforms such Planning Centre Online (PCO), including creation and management of church events.
- Create, manage and maintain a social media content calendar.
- Other relevant duties as required.

Job Specific Skills, Knowledge & Qualifications, Experience	
Skills	<p>Essential:</p> <ul style="list-style-type: none"> ● Tertiary qualification in communications, marketing or similar, or 2-3 years experience in a similar role. ● Displays in-depth knowledge and understanding of social media platforms (Facebook, Instagram, YouTube, etc). ● Effective communication, planning and execution of tasks and projects. ● Proven ability to work effectively within a cross-functional media team. ● Creative thinking and problem-solving ability. ● Ability to work productively to deadlines within a team environment. ● Practices superior time management skills. ● Demonstrates creativity and documented immersion in social media. ● Experience with basic photography and video production. <p>Desirable:</p> <ul style="list-style-type: none"> ● Excellent writing and communication skills. ● Demonstrates great customer service techniques such as empathy, patience, advocacy, and conflict resolution.
Knowledge & Qualifications	<p>Essential:</p> <ul style="list-style-type: none"> ● Functional knowledge of Wordpress, MailChimp, CRM, Photoshop, video editing for social media, and comfortable working within a Mac environment. <p>Desirable:</p> <ul style="list-style-type: none"> ● Asana, InDesign, Adobe Premiere, Canva
Experience	<p>Essential:</p> <ul style="list-style-type: none"> ● Experience in a similar role <p>Desirable:</p> <ul style="list-style-type: none"> ● Experience working for a Christian ministry or not-for-profit organisation

Subject: Position Description	Owner: HR	Job Family: MarComms
Issue Date: May 2022	Version: 1.0	Page 2 of 3

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 one's own team, and externally in communicating with all leaders, staff, and other individuals.
- Practice responsible time management.
- Work effectively within teams.
- Strive to complete all weekly tasks, including those extra tasks allocated to you during staff/ ministry specific meetings, and if unable to complete, prompt communication to those involved.
- Show respect to all Grainery ministries, always working alongside other ministries towards the greater vision of The Grainery Church. This includes being respectful of all church resources and room usage.
- Ensure to follow correct administrative and organisational 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.

Subject: Position Description	Owner: HR	Job Family: MarComms
Issue Date: May 2022	Version: 1.0	Page 3 of 3