

Role Title	Content Specialist
Reports to	Media and Marketing Team Leader
Date	August 2024
Responsibilities	Under the direction of the Media and Marketing Team Leader, the Content Specialist is responsible for reviewing, co-ordinating and producing engaging and informative content for various social media and web platforms.
Purpose	<p>As an integral member of the National Office, create content with the Media and Marketing Team to achieve the AFES Mission, Vision and Strategies in accordance with the Values and Doctrinal Basis.</p> <p>In prayerful dependence on God, you are employed to serve and support campus staff in their proclamation of Jesus Christ at University to present everyone mature in him by building student groups that:</p> <ul style="list-style-type: none"> • Evangelise students by proclaiming Jesus as Lord. • Encourage growth toward Christian maturity. • Train students in the skills and character to serve Jesus and His people; and • Send graduates throughout Australia and the world to serve Christ.
Key Responsibilities	<p>Your primary work is being responsible for supporting digital campaigns and creating content for various projects and regular missions across the Fellowship, including Y12 and International student intakes.</p> <p>This includes being responsible for:</p> <p>Digital Content</p> <ul style="list-style-type: none"> ○ Create and edit content for social media, website, newsletter, blog, podcast, video, and other media platforms. ○ Ensure that the content is consistent with the organisation's brand identity, tone, and style guidelines. ○ Research and analyse relevant topics, trends, and best practices in the not-for-profit sector and the student engagement field. ○ Monitor and measure the performance and impact of the content using analytics tools and feedback mechanisms. ○ Provide suggestions and recommendations for improving the content strategy and enhancing the audience engagement. <ul style="list-style-type: none"> • Projects and Events <ul style="list-style-type: none"> ○ Collaborate and communicate with other AFES specialist teams to ensure that campaigns are aligned and integrated with the overall communications and marketing plans of AFES. • Self-learning and self-caring <ul style="list-style-type: none"> ○ Engage in the processes of Staff Learning and Development, including undertaking the Annual Responsibility Plan each year and 360 Review every three years. ○ Monitoring and maintaining your wellbeing, including taking leave.
Relationships	The Media and Marketing Content Specialist will report directly to the Media and Marketing Team Leader within the AFES National Office team. They will regularly participate in the AFES National Office team meetings and will have contact with AFES campus staff and affiliates through the nature of the work.

Location and Special circumstances	<p>This position is full time and can be performed in either the AFES National Office in Kingsford, Sydney or remotely. The incumbent will be expected to participate in the broader AFES National Office team meetings. It also requires attendance including travel to and from annual AFES conferences at hours outside those normally worked including Staff Conference and National Training Event.</p>
Qualifications	<ul style="list-style-type: none"> • Character as outlined in the Code of Conduct and Doctrine for AFES workers. • Doctrine as outlined in the Code of Conduct and Doctrine for AFES workers. • Working with Vulnerable People Check (or relevant State Equivalent). • Ideally, a bachelor's degree in media, communications, marketing, or a related field. • Experience in content creation, editing, and management for various digital platforms. • Knowledge and interest in the not-for-profit sector and the student engagement field. • Passionate and committed to the mission and vision of AFES.
Competencies	<ul style="list-style-type: none"> • Observes • Initiates • Creates • Analyses • Collaborates • Performs under pressure
Skills	<ul style="list-style-type: none"> • Strong attention to detail • Creative and innovative mindset, with the ability to generate original and engaging content ideas. • Proficient in using content management systems, social media tools, and analytics tools. • Social Media Marketing and Platform Mastery • Excellent writing, editing, and storytelling skills, with the ability to tailor the content to different audiences and platforms. • High level of planning, teamwork, communication • Excellent in managing tasks, setting priorities and meeting deadlines • Comfortable in the MS Office space e.g. Teams, SharePoint, Outlook