

Role Title	Media and Marketing Team Leader
Reports to	AFES National Office Team Leader
Date	August 2024
Responsibilities	<p>Under the direction of the AFES National Office Team Leader, the Media and Marketing Team Leader is responsible for:</p> <ul style="list-style-type: none"> • Leading the Media and Marketing Team • Maintaining and improving the Fellowship’s digital assets • Designing and executing social media campaigns to support Fellowship-wide missions and regular Year 12 and international student intakes
Purpose	<p>As an integral leader in the National Office, lead 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 the Fellowship’s Media and Marketing function.</p> <p>This includes being responsible for:</p> <ul style="list-style-type: none"> • Digital Assets <ul style="list-style-type: none"> ○ Maintain and improve Fellowship-wide web platforms: <ul style="list-style-type: none"> – Develop and maintain national AFES websites (afes.org.au) – Facilitate the redesign and transfer of stand-alone national AFES websites into a parent and subdomain structure (uncover.org.au, nte.org.au) – Undertake stakeholder engagement processes for the purpose of designing turn-key sub-domain websites for AFES campus groups. – Oversee turn-key website templating and roll out to campus groups. ○ Maintain and manage access to Fellowship-wide social media accounts. ○ Reporting and analytics on web and social media activity. ○ Facilitate the development and maintenance of Fellowship-wide policy and procedures on web and social media use. ○ Maintain and champion the Fellowship’s digital brand and collateral. • Campaign Management <ul style="list-style-type: none"> ○ Design, develop and implement social media strategies and plans for various projects and regular missions across the Fellowship for Y12 and International student intakes. ○ Manage the production and distribution of content across different digital channels and platforms ○ Monitor and analyse the performance and impact of social media campaigns using various analytical tools and metrics and provide regular reports and feedback. ○ Optimise and adjust the social media campaigns based on the data and insights, to ensure that they meet the objectives and budget. ○ Research and keep up to date with the latest trends and best practices in digital communications, and identify opportunities for innovation. ○ Manage the provision of digital collateral to Campus Teams to support local partnership development with schools, churches and other organisation.

	<ul style="list-style-type: none"> • Team Leadership <ul style="list-style-type: none"> ○ Lead, manage and empower the Media and Marketing Team members to effectively achieve their role to ensure high standards of performance and professional development. ○ Manage external partners and ensure that deliverables are completed to the required quality standard, timelines and within agreed budget. ○ Complete the annual feedback and planning processes for Media and Marketing Team members i.e. ARP, 360 survey etc ○ Support team members in their development. • 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	<p>The Media and Marketing Team Leader will report directly to the AFES National Office Team Leader for day-to-day matters. They will also prepare reports for the AFES Executive. 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. The Media and Marketing Team Leader will also oversee the Media and Marketing team in the AFES office.</p>
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). • A bachelor's degree in media, communications, marketing, or a related field. • At least three years of experience in media management, digital marketing, or a similar role. • Proven track record of designing and executing successful media campaigns for a not for profit or a social cause. • Passionate and committed to the mission and vision of AFES.
Competencies	<ul style="list-style-type: none"> • Builds Effective Teams • Collaborates • Develops Talents • Strategic Mindset • Promotes Staff well-being • Leading • Manages projects • Improves processes
Skills	<ul style="list-style-type: none"> • Strong attention to detail • Excellent in managing tasks and meeting deadlines • Excellent skills in media production and distribution, including graphic design, video editing, podcasting, social media management, web design, etc. • Strong skills in data analysis and reporting, and proficiency in using various tools and platforms, such as Google Analytics, Meta Business Suite, Facebook Insights, Mailchimp, WordPress, etc. • Exceptional communication and interpersonal skills, and the ability to work effectively with diverse teams and stakeholders. • Creative and strategic thinking, and the ability to adapt and innovate in a dynamic and fast-paced environment. • Comfortable in the MS Office space e.g. Teams, SharePoint, Outlook