

Position Description

Position Information

Position Title	Marketing & Communications Officer (0.6 FTE 3 Days per week)	Reports to	Marketing and Communications Advisor
Department	Anglican Overseas Aid (AOA)	Work location	AOA's Melbourne office.

Organisational Context & Purpose of the Position

Organisational Context

Anglican Overseas Aid (AOA) is an overseas relief and development agency of the Anglican Church of Australia. AOA works to achieve a **peaceful, just and sustainable world free from poverty**. AOA's geographic focus and reach are in Africa, the Middle East and the Pacific.

Anglican Overseas Aid works with like-minded partners to deliver grassroots community development projects across Africa, the Middle East and the Asia-Pacific. These projects are funded by a range of private and institutional donors including the Australian Department of Foreign Affairs and Trade (DFAT). AOA is fully accredited with DFAT and is a member of the Australian Council for International Development. We are a member of the ACT Alliance and CAN DO (Church Agency Network Disaster Operations). At AOA, we seek to communicate the impact of our work to supporters and institutional donors, raising much needed funds enabling the work of our partners to continue.

As a Christian organisation, we have a deep commitment to the vision and core values of AOA. We seek to reflect Christ-like values in leadership and service and to enhance our spiritual and faith-based orientation in the sector.

Our Values

Anglican Overseas Aid embraces the following values in thought, word and deed:

- To work for **justice, equity, reconciliation and peace**.
- Acts in **solidarity** with the poor and marginalized.
- Responds with **compassion**.
- Works with **respect** to build on the strengths in partner communities.
- Is committed to **transparency and accountability**.
- Strives to achieve **sustainable outcomes** that improve quality of life.

Purpose of this Role

The purpose of this role is to develop and manage AOA's program of supporter communications; raising funds for our work, maintaining high standards of transparency and accountability and engage and deepen relationships with our supporters. This will be achieved through:

- Planning and implementation of four fundraising appeals per year.
- Writing, design and implementation of two supporter magazines per annum.
- Oversight and project management of the Annual report.
- Management of the AOA website and social media.

A key component of this role is raising funds for Anglican Overseas Aid's work, as part of a holistic response to issues of poverty and injustice.

Key selection criteria:

1. Strong written communication skills with the ability to synthesise reports into engaging articles and reports for supporters and partners.
2. Strong planning and project management skills, including demonstrated ability to manage multiple priorities, work independently and meet deadlines.
3. A positive, supportive and flexible attitude with an ability to work well in a small organisation, working collaboratively with others while also taking initiative to manage own workload.
4. Ability to work within the ethos of Anglican Overseas Aid as a faith-based development agency and develop communications that demonstrate an understanding of the Christian faith.
5. Ability to manage AOA's social media and website.

Desirable

- Qualification in communications, graphic design, fundraising, marketing, or related discipline.
- Demonstrated success in communications, marketing, fundraising in the not-for-profit sector.
- Understanding of the faith-based development sector in Australia.
- Experience with Salesforce or another CRM system
- Experience working with Adobe InDesign to produce communication materials and reports.

Accountabilities & Responsibilities

Accountability	Key tasks
Product Development & Management	<ul style="list-style-type: none">• Be the organisational focal point for the direct marketing program, including the development, writing and implementation of four appeals annually.• Lead, write and manage supporter communications including Abundance magazine and the Annual report.• Maintain Wills & Bequests product and seek continuous improvement to meet supporter needs.
Brand Management and compliance	<ul style="list-style-type: none">• Manage AOA's brand ensuring that internally and externally the AOA brand is represented correctly.• Manage the communications requirements of our funding partners across print and digital communications channels.• Manage AOA's internal digital library and consent system, ensuring that all policies are maintained.
Supporter Engagement	<ul style="list-style-type: none">• Manage Salesforce CRM for the Marketing & Communications team ensuring its relevance and accuracy to deliver the best experience for AOA supporters.• Respond to supporter enquiries to deliver respectful and positive experiences for all supporters.• Manage the AOA website and social media platforms ensuring relevant, accurate and timely communication.
Program Engagement & Communication	<ul style="list-style-type: none">• Work with the programs team to develop a sound understanding of overseas program activities.• Identify project information and updates that will engage supporters and demonstrate impact.• Write articles and stories to feature in supporter appeals and communications that accurately reflect the programs and uphold the dignity of those featured and celebrates their progress.• Work to ensure communications materials are diverse and inclusive.

Impact and challenges

Interactions	Challenges
Time management	<ul style="list-style-type: none"> • Competing priorities, especially with a tension between “urgent” and strategic initiatives. • Limitations in resources, people, systems and processes that occur in small organisations. (8 people at AOA) • Managing project timelines to ensure launches occur on time.
Relational skills and people management	<ul style="list-style-type: none"> • Build positive relationships with external supporters of Anglican Overseas Aid, staff and Board. • Positively contribute to ethos of Anglican Overseas Aid as a small faith-based development organisation.

Knowledge, skills and experience required

Knowledge/Qualifications	Skills	Experience
<p>Tertiary qualifications in communications, graphic design, fundraising, marketing, or a closely related field</p> <p>An understanding of the not-for-profit sector, especially international development, would be highly desirable.</p>	<p>Strong written communication skills to write articles and communication resources.</p> <p>Strong ability in project management.</p> <p>Fundraising/marketing/communications experience and knowledge.</p> <p>Personal drive and integrity.</p> <p>Ability to constructively contribute to a small team.</p> <p>Commitment to Anglican Overseas Aid’s vision and purpose.</p>	<p>Minimum of three years’ experience in a customer/ supporter-focused sector.</p> <p>Experience and knowledge of an Aid/Not-For-Profit/Church sector.</p> <p>Experience with organising competing demands, multiple tasks and projects</p>

See our website www.anglicanoverseasaid.org.au for additional information on the agency’s programs and communications activities.

Further Details

Closing date for applications is COB 28th July 2021.
 Applications to include a CV and a cover letter addressing the Key Selection Criteria.
 Email applications to: aoa@anglicanoverseasaid.org.au