



BIBLE SOCIETY AUSTRALIA

POSITION DESCRIPTION

POSITION IDENTIFICATION

Position Title:	Head of Media and Communications
Reports to:	Chief Operating Officer
Location:	Sydney office, but flexible
Salary:	Dependent on the successful applicant's abilities and experience
Employment Status:	Three-year contract

POSITION OBJECTIVE

Ensure the reach and reputation of Bible Society Australia is enhanced, specifically through raising the profile of the organisation by the development and implementation of internal and external communications.

Drive the development of effective, proactive communications for the BSA Group to churches, other Christian organisations, the media and the broader community, all of which is essential to the successful delivery of the strategic vision and achievement of overall objectives of the BSA.

Key Responsibilities:

- Build a plan that communicates the BSA 5-year strategic plan to stakeholders
- Build and deliver an internal communications strategy for BSA (including Bible Society, Koorong, Centre for Public Christianity and Eternity News)
- Coordinate the creative content for relevant materials and products
- Direct and develop public relations, media and promotions, across channels to targeted audiences for improved reputation and in support of special projects, specific campaigns, appeals, events or products
- Manage any reactive media and reputation issues impacting the BSA Group
- Analyse and report on media engagement, deal with media/PR enquiries and proactively manage media relationships
- Work in collaboration with BSA Portfolio Managers as well as having contact with media, major sponsors, brand agencies, churches, church reps, ambassadors and supporters
- Ensure BSA is presented in the media and public square professionally and with excellence at all times

SPECIFIC ROLE OUTLINE

1. Strategic	<ul style="list-style-type: none"> • Develop and execute communications strategies that further and protect the reputation and reach of BSA • Develop and execute a communications strategy for the BSA new strategic plan i.e. provide communications strategy and support across all four pillars of that plan
2. Internal Communications	<ul style="list-style-type: none"> • Develop and execute an internal communications plan within the BSA Group; • Coordinate our media (Eternity, CPX, Sower, etc) with external opportunities; • Improve presentation materials and tools for board, management, and key stakeholders.
3. External Communications	<ul style="list-style-type: none"> • Administer and contribute to the BSA Group's PR strategy and implementation, including managing external agencies; • Proactively and strategically engage with media, to communicate information about the Bible Society and its related brands, positively promote the Bible Society, and devise strategies to mitigate media issues and reputational risks to the Bible Society brand. • Coordinate and improve member and supporter communications; • Grow the member base using communications strategies.
4. CEO Support	<ul style="list-style-type: none"> • As required, work with the CEO on stakeholder liaisons, PR, campaigns and media issues.
5. Leadership	<ul style="list-style-type: none"> • Provide high level leadership across the BSA Group; • Guide, mentor, develop and empower staff.

KEY PERFORMANCE OBJECTIVES

Outputs	Key Performance Indicators
Outcomes	Successful communications internally and externally in support of the strategic plan
Materials	Appropriate and excellent communications materials to suit strategic goals
Administrative	Manage/optimize communications work of senior management team
Planning	Develop and deliver communications strategies which support and highlight BSA's initiatives
Partnerships	Excellent relationships at manager level across portfolios and brands within the BSA Group

COMPETENCIES REQUIRED

Demonstrated administrative skills	<ul style="list-style-type: none"> • Proven ability to exercise sound judgement and strong problem solving skills • Well organised and capable of demonstrating results • Flexibility, adaptability and willingness to perform a wide range of duties • Ability to work independently and as part of a team • Ability to formulate solutions and direct resources
Demonstrated interpersonal skills	<ul style="list-style-type: none"> • Lead, delegate, set tasks and performance manage (cross matrix) team members • Motivate and develop a (cross matrix) team gaining their commitment to a shared strategy • Deal professionally and responsibly outside and inside Bible Society Australia (between portfolio and locations) and with other partner agencies • Capacity to work with all denominations • Capacity to work cooperatively • Ability to persuade and influence others to ensure delivery of agreed outcomes
Demonstrated communication skills	<ul style="list-style-type: none"> • Proven communication and interpersonal skills with demonstrated ability to gain the confidence, respect and trust of senior executives, contacts and colleagues. • Proficient oral and written communication skills at a high level. • Strong presenter and public speaker • Active listening
Organisational skills	<ul style="list-style-type: none"> • Develop strategies and long-range plans and take responsibility • High degree of initiative and innovation • Meeting deadlines, managing time and prioritisation • Ability to conceptualise a project and create a vision/strategy • Project & Task Management

QUALIFICATIONS / KNOWLEDGE / EXPERIENCE

Qualifications – Desirable:

- Degree or equivalent experience (i.e. prior learning and formal qualifications).
- A qualification in marketing, communications, journalism or public relations.

Knowledge & Experience (Essential):

- Excellent media and communications track record
- At least 10 years' media and communications experience or similar
- Outstanding ability to craft effective communication materials
- A clear understanding of how to tailor communication strategies to reach key target markets
- Knowledge of social media, new technologies and communication channels
- Proven management experience with a focus on goal setting and effective leadership
- Understanding of Christian denominations and issues facing Christians and churches in Australia
- Understanding of Australian media landscape, including new technologies
- Track record in implementing new initiatives with demonstrable results
- Great personal initiative, an in-depth knowledge of and passion for Bible Society Australia and its mission, and commitment and desire to succeed

Knowledge & Experience (Desirable):

- Previous work in Not for Profit or Church based charity.
- Have held senior media and communications position in significant NFP or in a commercial environment.

ORGANISATIONAL RELATIONSHIPS / AUTHORITY

ORGANISATIONAL RELATIONSHIPS

Reports to: Chief Operating Officer
Internal Contacts: Portfolio managers, team members, other staff as required
External Contacts: Media, brand agencies, PR agencies, Church reps, church ministers, donors and other stakeholders

ORGANISATIONAL AUTHORITY

Decisions made in this position: See Delegations of authority.

Decisions referred: Chief Operating Officer

OCCUPATIONAL HEALTH AND SAFETY

Employees are responsible and accountable for:

- Compliance with workplace policies and procedures for risk identification, risk assessment and risk control
- Active participation in activities associated with the management of workplace health and safety
- Identification and reporting of health and safety risks, accidents, incidents, injuries and property damage at the workplace
- Correct utilization of any / appropriate personal protective equipment

GENERAL RESPONSIBILITIES

All Bible Society staff are expected to:

- Promote the work of Bible Society
- Comply with the Bible Society Code of Conduct and treat all staff and clients with respect and dignity
- View their role as a part of the whole mission and ministry of Bible Society not in isolation

ACKNOWLEDGEMENT

This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

Employee: Direct Manager: Melissa Lipsett

Signature: Signature:

Date Issued: