

Supporter Engagement & Communications Lead



Position Description	
Job Title:	Supporter Engagement & Communications Lead
Purpose:	<p>To lead Seed's engagement and communications with both external stakeholders and existing supporters, growing engagement with Seed's products, services and mission.</p> <p>You are a key contributor to Seed's mission to grow Christians for redemptive influence in society.</p>
Reports to:	CEO
Key Relationships:	<p>Internal: CEO, Operations Manager, Director Programs & Consulting</p> <p>External: Christian public, Seed community, media partners, contributors</p>
Supervises:	Contractors
Position Type	This is a long-term contract position. Initial contract until 30 June 2024.
Hours per Week:	Part Time (flexible between 0.6-0.8 FTE)
Remuneration Level:	To be determined with candidates
Location:	Open to interstate applicants. The Seed office is located in Crows Nest, NSW. There is flexibility to negotiate work from home.
Main Activities	
<p>Supporter Engagement</p> <ul style="list-style-type: none"> • Work with CEO to develop Seed's Supporter Engagement Strategy to manage ongoing relationships with Seed Sowers (donors, prayer partners), encouraging deepening partnership in Seed's mission. This will include both: <ul style="list-style-type: none"> ○ Fundraising ○ Prayer • Lead the ongoing development of Seed's online community, with a particular focus on incorporating alumni into the Seed community. You will work with the whole team to ensure effective implementation of the community strategy. • Work alongside the Operations Manager to ensure Seed's CRM enables development of supporter relations through effective data collection. • Lead the planning and execution of Seed's community events, including donor dinners, community/alumni days and Seed's annual Summit. <p>Marketing</p> <ul style="list-style-type: none"> • Support CEO and Director, Programs & Consulting in the development of Seed's Marketing strategy – with a view to growing: <ul style="list-style-type: none"> ○ Overall brand awareness of Seed and our Redemptive Design framework ○ Seed's consulting work ○ Seed's individual programs 	

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- Seed's supporter community - incorporating a retention and growth strategy for existing clients/alumni.
- Work with CEO to position Seed as a thought leader, with a distinctive approach to Christian discipleship and formation.

Communication & Content

- Lead the development and execution of Seed's Communication Calendar incorporating both the Supporter Engagement Strategy and Marketing Strategy, as well as key thought leadership pieces.
- Project manage key communication/marketing campaigns, liaising with internal and external stakeholders, managing traffic/priorities and quality control to deliver creative content that increases engagement with Seed.
- Act as Librarian, and lead the ongoing development of the Redemptive Design Library – a collection of resources that promote increased understanding and best practise of Redemptive Design.
- Oversee the development of content for Seed and the Redemptive Design Library - identifying, equipping and managing a team of contractors/partners/staff to create and deliver that content, including:
 - Development and maintenance of the Seed website.
 - Develop and deliver strategy to grow Seed's presence on social media
 - Develop and deliver email marketing to targeted market segments
 - Develop and deliver podcast and other key pieces of content
- Develop and manage relationships with content partners and media partners

Employment Criteria

Knowledge	<ul style="list-style-type: none"> ● Understanding of digital marketing and social media ● Understanding of data management and privacy principles ● Understanding of the Australian church landscape
Ability	<ul style="list-style-type: none"> ● Excellent communication skills, both written and verbal ● Project management, ideally related to digital/content production ● Competent in basic management of Websites and CRM ● Management of a team to deliver compelling content
Skills	<ul style="list-style-type: none"> ● Demonstrated capacity to design and deliver a supporter engagement strategy ● Demonstrated capacity to execute a marketing/communications strategy to achieve growth in a consulting and/or training context ● Demonstrated experience in building online communities ● Demonstrated capacity to work with multiple stakeholders to achieve a common goal ● Demonstrated experience in use of Dynamics marketing or similar CRM software ● Broad experience in the use of social and digital media ● Experience in coordinating a social media marketing campaign
Education and Training	<ul style="list-style-type: none"> ● Tertiary qualifications in a relevant field (marketing, management, theology, design, development, sociology) desirable but not required
Attitudes and Values	<ul style="list-style-type: none"> ● Commitment to the Biblical Christian ethos, values, vision and mission of Seed Initiatives ● Commitment to serving others to achieve their God-given purpose

General Notes

Workplace Health and Safety and Equal Employment Opportunity:

It is your responsibility to take reasonable care for the health and safety of all people within the workplace and for all people who may be affected by your acts or omissions. You will cooperate in implementing WHS legislation and standards.

You are also accountable and responsible for helping to develop and ensure compliance with Seed Initiatives policies and procedures designed to eliminate discrimination in the workplace.

Child Safe Organisation:

Seed Initiatives is committed to being a child safe organisation and all employees will be required to read and understand our child protection policy. Any employees having interactions with children are required to gain a Working with Children Check or equivalent.

Travel and Out of Hours Work:

Occasional interstate travel is a requirement of the position.

Some out of hours and weekend work is required. Time off in lieu is available for this work.