**Job Description – Digital Communications and Marketing Specialist**

**Reports to**: The Principal

**Key Relationships**: Principal, Online Courses Manager

**Stakeholders:** Board, staff, students, alumni, churches, parachurch organisations, CCCNZ

**Work hours:** Part-time role (20 hours per week)

**Communications Strategy, Research and Analysis**

Work with key personnel to develop and implement an effective communications strategy with an emphasis on digital channels. This role will:

* Review existing communication methods and work with other staff to bring cohesion and structure to our communication strategy.
* Research and deliver meaningful recommendations based on analytical data related to the style, content and regularity of different communication channels.
* Ensure our overarching communications are balanced, effective and conveyed consistently.
* Monitor, analyse and report on the performance of marketing and communications strategies.
* Analyse the best use of social media and implement guidelines and protocols to ensure social media is used strategically and effectively.

**Graphic Design and Print Media**

* Create artworks for signage, promotional merchandise, course promotional posters, annual

t-shirt designs, graduation book, yearbook, event invitations, and event posters (e.g., SoWL days), as well as a range of flyers and business cards.

**Digital media**

* Take responsibility for the design and implementation of Google ads, social media, emails/newsletters, YouTube, radio ads, podcasts, and Search Engine Optimisation (SEO).
* Regularly review and update the Pathways College website to ensure all information is current and any changes necessary are completed in a timely manner.

**Branding Management and Development**

Proactively manage the cohesiveness and delivery of the Pathways College brands, ensuring that:

* Brands are consistent and effective, challenging the status-quo as we continue to grow.
* Physical brands, including print and digital media are cohesive, relevant and flow according to latest design and accessibility protocols.
* There is effective and timely communication with stakeholders through contact management, promotional email campaigns, landing pages, automatic emails and coordination with podcast teams for fortnightly podcast release newsletters.

**Story Telling**

Critical to the work of our College is the telling of stories - in the right places, to the right people, with the right sensitivities. This role will:

* Guide the growth of how we tell stories and how we represent our impact in people’s lives to our stakeholders.
* Lead the process of gathering, recording and presenting appropriate stories through a range of media channels.

**Events**

* Co-ordinate promotional events e.g., Careers Days, Conference sponsorship, Festival One, HM Rage, and ensure that all external facing events are viewed as opportunities to promote Pathways College with appropriate advertising and prospect management.
* Organise merchandise and prints with external parties, creating artwork, clarifying specifications and quantities as well as communicating quotes to the Principal for approval.

**KEY COMPETENCIES AND SKILLS**

**ESSENTIAL**

* A qualification in graphic design, communications or marketing or a related field (or appropriate experience)
* Excellent verbal and written communication skills
* Proven ability to communicate effectively using a range of social media and channels
* Demonstrates initiative and is proactive in sourcing marketing opportunities
* Competent and confident in the use of systems and technology
* Excellent organisational and planning capabilities
* Demonstrates the ability to build good relationships with staff and stakeholders

**KEY ATTRIBUTES**

The successful applicant will demonstrate personal attributes including:

* A vibrant and active personal faith
* Alignment with the vision, mission, and values of Pathways College
* A strong commitment to the local church
* A strong desire to support students in theological education
* The ability to inspire and encourage others into ministry and service
* A team player, with a commitment to developing community
* Energetic, creative, flexible, and self-motivated, able to take initiative
* Resilient and imaginative when it comes to meeting challenges
* A sense of humour

**OTHER**

* Some evening and weekend work may be required during block courses
* One overnight stay at each block course is part of this role