

Job Description – Marketing and Communications Specialist

Reports to: The Principal

Key Relationships: Principal, Pathways staff, students

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

Work hours: Part-time role 0.5 (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 artwork 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.
- Quarterly reporting to the Board on digital marketing ROI and making recommendations related to the data.

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 and Sponsorship

- 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.
- Ensure any sponsorship/partners' brands are aligned with Pathways core values. Measure ROI and outcomes.
- Manage Pathways online merchandise shop.

KEY COMPETENCIES AND SKILLS

What we would love to see:

- Demonstrated experience with social media content creation and website management.
- Excellent writer, with the ability to turn content around quickly and with high quality.

- Solid understanding of web user journeys, user experience, SEO, accessibility, Google Analytics (GA4) and best practices.
- Demonstrated success in developing and executing effective internal and external marketing and communication strategies.
- Able to keep up to date with digital marketing trends and personal development of knowledge and skills.
- Previous experience in developing and building brand awareness and communications (internally and externally) for an organisation.
- Excellent verbal and written communication skills.
- Excellent relationship management and ability to build strong networks.
- Demonstrated experience in strategic, creative and innovative thinking.
- Enthusiasm and determination to achieve results and deliver high-quality work.
- Experienced in Adobe Creative Suite including InDesign and Photoshop.

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

WHY WORK AT PATHWAYS COLLEGE?

- A supportive, fun team environment
- Being part of a tertiary environment working alongside students who are contributing positively to their communities and being able to tell their stories
- Staff wellbeing and health is of high importance with flexible working options available
- Having the opportunity to grow and develop the role through your ideas and creativity

- Modern office with free onsite parking
- Being part of an organisation with a strong vision to build God's kingdom.

INTERESTED?

Complete the information required in the Application Pack and submit along with your CV and a covering letter to Lynley Pickering, Business Operations Manager lynley@pathways.ac.nz