



Katoomba Christian Convention
"All One in Christ Jesus"

Role Statement

Role Title	Social Media and Content Marketing Coordinator (Part-Time, Burwood based)
Reports To	KCC Events Manager
Direct Reports	None
Primary Objectives of the Role	<p>The role of the Social Media and Content Marketing Coordinator is to assist in planning and executing the social media marketing strategy for KCC. This is done in coordination with other on and offline marketing strategies. Working under the direction of the KCC Events Manager and in conjunction with KCC Event Coordinators and the KCC Content Writer, this role will be required to plan and carry out social media campaigns from start to finish.</p> <p>This is a part-time, job-share position. It is based in KCC's office in Burwood, NSW with some work required at any of the events throughout the year in different locations.</p>
Job Context	<p>Katoomba Christian Convention (KCC) is a Christian, interdenominational, not for profit conference ministry. KCC currently operates 6-7 conventions annually. KCC owns and operates a 10ha conference centre (StayKCC) in Katoomba, NSW. It operates many of its conventions from there and from other Sydney venues.</p> <p>KCC faces new challenges in terms of the changing international and national population beliefs and demographics, and an increase in the pace of change generally. The refreshment and renewal of convention platforms, and associated messaging methods and content, is very important to ensure KCC's relevance to such changing times.</p> <p>The primary goal of the Social Media and Content Marketing Coordinator is to produce content that will increase awareness of KCC and grow our social media platforms. The role will be responsible for planning, resourcing and executing engaging, compelling content for each of our audience groups. The role will also need to interact with delegates online and to respond to enquiries, concerns and requests.</p>
Scope of Role	<p>The role will be responsible for:</p> <ol style="list-style-type: none">1. Planning and managing a social media calendar for KCC, each convention and StayKCC.2. Resourcing and creating all content (including graphics and simple video editing) to execute the social media calendar for KCC, each convention and StayKCC.3. Maintaining KCC's social media presence on Facebook, Instagram, Vimeo, YouTube, Twitter and others as may be required.4. Tracking and analysis of all social media activity and campaigns to produce meaningful insights to guide content and strategy.5. Resourcing and creating convention testimonies from volunteers and delegates to be shared on the KCC website and social media platforms.



	<ol style="list-style-type: none"> 6. Assisting with marketing tasks such as competitions, giveaways, email campaigns, and convention reporting as required. 7. Updating the KCC App as necessary. 8. Identifying areas of potential risk to our brand representation or incoherence in communications such as: <ul style="list-style-type: none"> • Spelling or grammatical errors • Tone or style incoherence with KCC's brand and message principles • Images that are not suitable for the message or KCC values • Conflict with the communication for wider audiences which includes people who do not normally relate to KCC's values 9. Provide customer service and respond to delegate enquiries and comments on social media platforms as required. 10. Managing and uploading sponsor posts in the social media calendar.
Key Relationships	<p>Internal:</p> <ul style="list-style-type: none"> • KCC Events Manager • Event Coordinators • Graphic Designer • Digital Content Creator • Content Writer • Operations Manager - Property <p>External:</p> <ul style="list-style-type: none"> • Suppliers as required
Key Result Areas	<ul style="list-style-type: none"> • Successful start-to-finish planning and execution of social media campaigns and online content, as evidenced by a strong content calendar and post rate. • Increasing awareness of KCC events by expanding our following on social media platforms, measured by growth in audience/followers. • Increasing average engagement through the production of high-quality social media content. • Establishment of strong working relationships with the KCC Events Manager, Event Coordinators and Graphic Designer. • Timely responses to queries received through social media channels. • Successful management of social media advertising within planned budgets, measured by campaign reach, click-throughs, and engagement.
Skills	<p>Essential:</p> <ul style="list-style-type: none"> • At least 12 months' experience in a similar role • Proven ability in taking the initiative and achieving successful end-to-end execution of projects and tasks to meet objectives and deadlines • Knowledge and experience of social media principles, procedures and trends • Knowledge and experience using social media tools and content management systems • Skills and experience with graphic design software and basic video editing • A strong understanding of the types of content relevant and compelling for each audience • Strong written communication skills • Excellent organisational skills • Ability to prioritise deadlines and to work under pressure • Proven ability to work independently and collaboratively as a team member



	<ul style="list-style-type: none">• Ability to identify and focus on customer (delegate) needs Highly Desirable: <ul style="list-style-type: none">• Qualifications in marketing or communications• Creativity in ideas and delivery• Knowledge of SEO, Google Analytics• Excellent interpersonal skills• Experience in the commercial sector
Personal Attributes	Essential: <ul style="list-style-type: none">• An evangelical Christian committed personally and professionally to the authority of the Bible as Scripture• Active contributing member of a Bible-based local church• Must agree with KCC Statement of Faith and Code of Conduct• The ability to relate to people across the Christian denominational spectrum• Committed to a high standard of Christian personal integrity in workplace relationships Highly Desirable: <ul style="list-style-type: none">• Attendance of KCC events and ability to testify to the benefits in your life
Hours of Duty	<ul style="list-style-type: none">• This is a job-share part-time position, 2-3 days a week (15.2 - 22.8 hours) based in the KCC Burwood office, Wednesdays to Fridays• Regular hours of work will be between 9:00am to 5:30pm• These hours may vary as required, with weekend work required on occasion for events on location
Other Terms	This role is offered on the basis of a three (3) month probationary period. The successful applicant will be required to provide a Working with Children Check.