

## JOB DESCRIPTION

<b>Job Title:</b>	Communications and Grants Manager
<b>Job Type:</b>	Full-time (1.0 FTE or 38 hours per week)
<b>Salary Classification:</b>	NT Christian Schools AO7.1 scale (6wks AL)
<b>2020 Salary: (Full-time)</b>	\$109,552.00 full time annual salary. Plus superannuation contribution of 10% of your annual salary.
<b>School/Entity:</b>	NT Christian Schools System Office
<b>Responsible to:</b>	Director of Operations

### Introduction

All people who work for the NT Christian Schools are expected to have a clear understanding of, and unqualified commitment to, its biblical basis, the What We Believe statement. They should act in the work place and in other areas of life in ways that are consistent with that basis. Acknowledging that all people are fallible, and that good can ultimately only come from God, staff members are expected to be committed to Jesus Christ and ought to serve and love one another as Christ loves them.

### General Expectations:

The organisation's vision is to be a Christian community learning together to live life as God intended, offering hope for the world. Work in the organisation and in its educational communities involves serving and supporting those people for whom the organisation exists, namely students, trainees, their parents and communities. Each employee is expected to work as a member of a team pursuing this core function: serving and supporting each other in the tasks to which God has called them. The organisation and its educational communities have expectations of mutual love, service, trust, acceptance, patience, forgiveness and support.

Each staff member is expected to contribute positively to the maintenance of a pleasant, purposeful, productive and safe workplace. The organisation expects its employees to be generous, open, work as a team, effective, efficient, attend to detail and contribute to pleasant and positive working relationships.

The Communications and Grants Manager is a full time position that is divided equally between these two interconnected areas of responsibility. A key contributor in shaping the public voice and image of NT Christian Schools, the Communications and Grants Manager will have the ability to create a range of compelling grants and marketing/communication assets to help NT Christian Schools communicate its impact within our own community, with stakeholders and the public at large. This role is particularly important due to its contribution to the public's experience with and perception of the organisation. It acts as gatekeeper of our mission to be a trusted, consistent and unifying voice in the Christian Schools community to challenge, encourage and affirm people in the Christian faith. This role requires creativity and enthusiasm in generating and following through with ideas that uphold the Christian character of the organisation, in line with the strategic direction of NT Christian Schools.

The Communications and Grants Manager reports directly to, works very closely with the Director of Operations, and is directly responsible to deliver quality mission outcomes.

### **Primary roles**

The Communications and Grants Manager promotes awareness through consistently telling our story ensuring a positive public image of NT Christian Schools. With responsibilities in strategic communications, grant writing, social media management, media relations, content creation and website management. Working collaboratively to best meet the needs of NT Christian Schools

The GCM will report to the Director of Development and Communication and works closely with the Donor Relations Manager, Program and Administrative Teams to ensure that the organization is communicating its vision, mission and needs appropriately with grant applications and external marketing and social media materials.

This individual is able to communicate effectively and professionally across all platforms and accomplish their work with diplomatic finesse. This person should be efficient at handling multiple priorities at one time, work efficiently and be a team player.

This position will be responsible for developing content for foundation and corporate grant applications and online, social media and print marketing materials. This role is both strategic and tactical, requiring the ability to think big while minding all the details. The Grants and Communications Manager must be a savvy project manager who is comfortable juggling multiple projects for different people on different timelines. This role will report to and work closely with the Director of Development and Communications to identify institutional funders, develop proposals, and lead the development of organization-wide communications materials. We are looking for candidates who are motivated and collaborative and want to be a positive part of our participants' lives.

### **Key areas of responsibility**

#### Strategic

- In collaboration with the Executive, develop and execute integrated communication strategies that support the organisational goals.
- Develop, write, and produce public relations marketing and advertising material to build NT Christian Schools profile with key internal and external stakeholders, where needed.
- Research and collect information and data for content and communications strategy.
- Proofread and coordinate production of all communications materials.
- Solid knowledge and understanding of the value of branding and positioning of NT Christian Schools.

#### Grant application and stakeholder engagement

- Develop and manage NT Christian Schools grant portfolio: identifying opportunities, meeting application and report deadlines, and ensuring compliance requirements are completed and documented.

- In close collaboration with the Executive, create application strategies that meet the organisation's needs and maximise its opportunities to provide appropriate Christian education, training and care
- Generate near-final proposals, budgets and support materials, making revisions as needed, and submitting the final application package by deadline
- Coordinate and generate general funder communications, updating appropriate staff members.
- Support the executive by completing funder reporting requirements.

#### Communications and Campaign content

- Ensure consistency and develop strategy for communications with internal and external stakeholders
- Editorial and media story development to consistently be telling our story.
- Support the organisation in identifying and developing effective messages, framing and means for delivering them to reach communication objectives.
- Development of enrolment and employment campaign strategies in conjunction with appropriate school leadership
- Oversee the development and maintenance of NT Christian Schools website, ensuring cohesiveness and that partnership branding commitments are met.
- Develop communication strategies and processes appropriate for each audience: News releases, blog posts, videos, etc.

#### Content creation and curation

- Assist and manage event rollouts, including email communications, flyers social media promotions, and post event coverage.
- Lead marketing and communication campaigns,
- Manage and pursue the digital evolution of NT Christian Schools communications and publications
- Ensure the consistency and connection of the stories across all different campuses, entities and activities that form a part of NT Christian Schools

#### Social Media and brand development

- Manage and develop innovative and strategic cutting-edge social media activities across multiple channels.
- Maintain and report monthly social media analytics
- Develop and consistently schedule social media posting to ensure regular postings. .
- Planning and managing a social media calendar for NT Christian Schools social media profiles.
- Attend events and produce social media content.

#### Media Relations

- Undertakes negotiations with internal and external stakeholders related to media management.
- Support media relations including media list development and maintenance, drafting media materials and conducting outreach including advertising.
- Coordinate all media inquiries
- Support Executive and Board in communications
- Researches, prepares and edits media statements and digital content, offering expert advice on reputational and other media risks arising from issues.

#### Other

- Administration support as required for major events such as Over The Top and ITEC conferences
- Any other duties as required

#### **Selection Criteria**

##### Essential

- Ability to authentically reflect the Christian faith underpinning the organisation, aligning with our mission, vision and strategic framework
- Ability to inspire others to work strategically and collaboratively across shared projects and across all our Schools
- Build relationships with key media stakeholders and, seek opportunities to showcase our impact with the organisation's strategic objectives
- Grants experience, including writing, securing and managing governmental, foundation and corporate funding.
- Demonstrated well developed written communication and editing skills in relation to media releases and other written material.
- Demonstrated well developed planning and organisational skills with the ability to meet deadlines.
- Demonstrated well developed verbal and interpersonal communication skills and ability to liaise and negotiate directly with individuals at all levels.
- Strong analytical ability, big-picture thinking, leadership and coordination skills.
- Demonstrated skills and experience in developing and managing strategies for promoting activities in the print and electronic media as well as in various social media platforms
- Current NT Driver's Licence
- NT Working with Children (Ochre) Card

##### Desirable

- Degree in Social Science/Communications or have extensive writing experience
- NT Working with Children (Ochre) Card or ability to obtain