



<b>POSITION TITLE:</b>	Marketing and Communications Coordinator
<b>LOCATION:</b>	Hybrid (at least 1 day / wk, Seven Hills) OR Remote
<b>REPORTS TO:</b>	Operations Manager
<b>KEY INTERACTIONS:</b>	<b>Externally</b> CVA members, partners and suppliers <b>Internally</b> CVA Team
<b>EMPLOYMENT TYPE:</b>	Permanent, part time (2.5 days per week / 18 hours per week)
<b>DATE EFFECTIVE:</b>	March 2025
<b>APPROVED BY:</b>	CEO

## **CHRISTIAN VENUES ASSOCIATION**

Christian Venues Association (CVA) is a national member-based organisation that supports Christian venues providing group accommodation, catering, and meeting services for **churches, schools, and community groups**. Our strategic plan focuses on **networking, professional development, advocacy, and faith-based values**, ensuring that our members thrive in a strong, connected community.

Through a shared services agreement, CVA also provides office and administrative services to Hemisphere Foundation Limited and National Accommodation Recreation and Tourism Accreditation Limited.

## **POSITION PURPOSE**

The Marketing and Communications Co-ordinator is responsible for developing, implementing, and managing CVA's marketing and communication strategies. This includes overseeing social media platforms, creating compelling content in both short-form (social media) and long-form formats, and promoting CVA's mission, values, and member benefits. The role aims to enhance CVA's brand presence and engagement with members and external stakeholders.

## **POSITION RESPONSIBILITIES**

### **Social Media Management**

- Develop and execute a social media strategy aligned with CVA's strategic goals.
- Manage and maintain social media platforms (e.g., Facebook, Instagram, LinkedIn, etc.).
- Create, schedule, and publish engaging content across social platforms.
- Monitor social media performance metrics and optimise campaigns for reach and engagement.
- Respond promptly and professionally to social media interactions and inquiries.

### **Content Creation**

- Write and design short-form content tailored for social media, including posts, stories, and promotional materials.

- Develop high-quality long-form content such as blog posts, newsletters, reports, and press releases.
- Collaborate with the Operations Manager and other team members to create content aligned with CVA's theological framework and strategic goals.
- Ensure all content is consistent with CVA's brand voice and values.

### **Marketing Strategy and Execution**

- Plan and deliver marketing campaigns to promote CVA's member benefits, events, and initiatives including for CVA's various member services (e.g. VenueFinder)
- Collaborate with external partners and stakeholders to maximise marketing impact.
- Monitor and analyse marketing performance data and report on effectiveness.
- Identify opportunities to grow CVA's brand visibility and audience engagement.

### **Design and Multimedia**

- Design and produce visual content for digital and print use, including graphics, videos, and infographics.
- Maintain and manage CVA's brand guidelines across all platforms and materials.
- Work with external designers and agencies as required.

### **Stakeholder Communication**

- Develop and maintain strong communication channels with CVA members.
- Provide regular updates to members on CVA's activities and resources through newsletters and social media.
- Gather feedback from members to ensure marketing efforts align with their needs.
- Prepare CVA's Annual report.

### **Administration and Reporting**

- Maintain a content calendar to ensure consistent and timely communication.
- Prepare monthly reports on marketing and social media performance.
- Manage the marketing budget effectively.

### **EMPLOYEE RESPONSIBILITIES**

- Attend and participate in CVA meetings, and training as required
- Adhere to CVA policies, procedures, and standards
- Perform additional duties within skill set as required from time to time
- Ensure relevant reporting occurs promptly, is enacted as needed and filed accordingly
- Work autonomously and effectively in a ministry environment where it is important that time is used efficiently, honestly and resourcefully.

### **SELECTION CRITERIA**

#### **Essential**

- Proven experience in marketing, communications, or a related field.
- Expertise in managing social media platforms and tools (e.g., scheduling tools, analytics).
- Exceptional writing and editing skills, with the ability to create both short- and long-form content.
- Strong graphic design and multimedia skills, including experience with tools such as Canva or Adobe Creative Suite.

- Knowledge of content management systems (CMS) and email marketing platforms.
- Strong understanding of analytics tools (e.g., Google Analytics, social media insights).
- Strong alignment with CVA's Christian values and theological framework.
- High attention to detail and a commitment to quality.
- Creative and innovative approach to problem-solving.
- Excellent organisational and time management skills

**Desirable**

- Knowledge of Christian theology or experience working with faith-based organisations.
- Experience in the hospitality or group accommodation sector.
- Understanding of CVA's mission and values.
- Ability to work independently and collaboratively in a team environment.