

Position Description

About Moore Theological College	
Our Vision:	To see God glorified by men and women living for and proclaiming Jesus Christ, growing healthy churches and reaching the lost.
Our Mission:	To provide excellent evangelical theological education.
Our Values:	Christian Faith, Integrity, Grace, Service, Community, Scholarship, Gender Complementarity, Freedom of Enquiry, Integration

Position Details	
Position Title:	Communications Officer
Primary Purpose:	Under the guidance of the Communications Manager, support the promotion of the College by creating digital and social media content, and assist with publications and other promotional materials aligned with the College's vision and strategic goals.
Classification:	Educational Services (Post-Secondary Education) Award, General Staff Level 4
Special conditions:	Ability to work evenings and weekends (e.g. for events or conferences), as required National Police Check required
Relationships:	<div> <i>Internal:</i> <ul style="list-style-type: none"> • Faculty • Staff • Centre Directors • Concierge </div> <div> <i>External:</i> <ul style="list-style-type: none"> • Students • Visitors, including alumni, ministry workers and guest speakers • Other stakeholders </div>
Reports to:	Communications Manager
Date of issue:	June 2025

Qualifications, Skills, Knowledge and/or Experience	
Essential:	
<ul style="list-style-type: none"> • Experience working in a digital marketing space with a focus on content creation for social networks, including the ability to identify key messaging and target audiences, consistent with the College vision • Evidence of creative thinking, problem solving and consistent engagement with prominent post types, new communications platforms and means of communicating • Excellent written and verbal communication skills with the ability to connect with internal and external stakeholders • Experienced in photography and videography • Sound understanding of graphic design principles and experience using Canva • Ability to work within a team and assist team members on a variety of projects • Active participation in a Christian church • Ability to support and promote the Christian Vision, Mission and Values of Moore Theological College 	
Desirable:	
<ul style="list-style-type: none"> • Experience in graphic design using the Adobe suite • Experience in the higher education and/or not-for-profit sector • An understanding of the Sydney Anglican Diocese 	

Acknowledgement			
I understand and accept the responsibilities as outlined in this position description.			
Name:			
Signature:		Date:	

Key Accountabilities		
Key Performance Area	Key Tasks	Performance Indicators
Core		
Social and Digital Content	<ul style="list-style-type: none"> • Together with the Communications Manager (CM), contribute to a social media plan consistent with the Communications Strategy, identifying key messages to promote and key audiences to target. • Generate written and visual content to comply with the social media plan: supporting event promotion and story sharing. • Work with the CM and Senior Marketing Officer (SMO) to develop and support marketing campaigns on social media to support internal events and recruitment activities. • Together with the Communications Officers (COs), source or create graphics (e.g. using Canva and Adobe Creative Suite) for marketing campaigns. • Connect with Faculty, Centre Directors and staff regarding activities, plans and news which require communication and/or support the social media plan. • Work with the SMO to develop a posting timeline using HootSuite. • Assist the SMO in the planning and production of some audio-visual promotional tools (videos, multimedia & PowerPoint presentations). • Work with the SMO to analyse results and trends in analytics associated with social pages in order to inform the social media plan. 	<ul style="list-style-type: none"> • Content is of a high quality, with attention paid to detail. • Content effectively promotes the College brand and values and is consistent with the social media plan and Communications Strategy. • Content meets the brief and is engaging to the target audience – variety of output to meet objectives. • Content is produced to meet deadlines. • Demonstrates the use of appropriate post types and platforms consistent with the message being communicated. • Generation of simple graphic design images which are consistent with social media plan and College brand. • Good relationships are established with students, staff, Faculty and external stakeholders. • Regular communication with SMO. • Work with CM for signoff of content. • Together with the team, reach KPI for digital content: 10% increase per annum in traffic flowing over College social platforms.

Photography and Videography	<ul style="list-style-type: none"> • Create a visual record of events and general College life, including photos and video. • Generate a variety of reels, videos and photo montages to share across social platforms. • Use of key images to communicate a story across social platforms. 	<ul style="list-style-type: none"> • Generation of quality and engaging photos and videos which are consistent with the College's mission and vision and support the social media plan and College brand. • Timely generation of social stories – aiming for same day posting, subject to social media plan. • Competent use of SLR camera and gimbal video camera. • Demonstrate understanding of privacy issues around image generation.
Communication Deliverables	<ul style="list-style-type: none"> • Generation of regular press releases, providing Sydney Anglican Media with short written pieces, associated images and videos suitable for social reels. • Assist in the production of regular digital and print publications including weekly internal and external community communications, Prayer Bulletins, Annual Report, Graduation Booklets, Christmas Cards • Contribute to the upkeep of the College CRM (Customer Relationship Management) software. • Plan and coordinate College presence at conferences, including designing the College stall • Proactively work with team on other print and publication projects as needed. 	<ul style="list-style-type: none"> • Distribution of regular monthly press release and other press releases as needed. • Production is of a high quality, with attention paid to detail and produced to deadline. • Willingness to support the team at times of high productivity. • Willingness to propose creative and new ideas. • Willingness to learn new skills. • Ability to both work independently and work under direction
Merchandise	<ul style="list-style-type: none"> • Assist with merchandising projects, planning, contributing to the design process and sourcing a range of merchandise consistent with College brand and appealing to target market. • Work with suppliers with attention to detail to ensure receipt of a saleable product. • Complete regular stock take of merchandise. • Fulfill sales orders. 	<ul style="list-style-type: none"> • Regular communication with the Comms Team • Availability of a range of suitable merchandise • Fulfilment of orders within the same day; clear communication with Concierge. • Merchandise stock take form is up to date. • Merchandise is organised in an orderly manner.
General		

Community	<ul style="list-style-type: none"> • Demonstrate the College's values. • Make a positive contribution to the College culture, including encouraging and participating in teamwork and fostering good communication across teams. • Actively participate in team and other meetings. 	<ul style="list-style-type: none"> • Participation in team and other meetings. • Information is shared with stakeholders accurately and in a timely and appropriate manner. • Contributes positively to the College culture.
Risk and Compliance	<ul style="list-style-type: none"> • Comply with College policies and procedures and applicable legislation and regulatory frameworks. • Participate in, promote and raise awareness of WHS and safeguarding in the College community. • Contribute to the maintenance of a safe, clean environment in the College community. • Manage risk appropriately in all work activities. • Maintain College records. • Document processes as required. • Undertake other duties as directed by the relevant supervisor/manager. 	<ul style="list-style-type: none"> • Evidence of participation in WHS activities, as required, e.g. evacuation drills, training, etc. • Evidence of risk management in work activities. • When applicable, documents are regularly updated in the record management system. • Sign and adhere to the Code of Conduct.
Professional Development	<ul style="list-style-type: none"> • Maintain current competencies. • Attend internal and external training as required. • Participate in the annual performance review. 	<ul style="list-style-type: none"> • Competencies remain up to date. • Evidence of participation in internal and external training. • Performance reviews are conducted annually.