

Mission Australia

About us:	<p>Mission Australia is a national Christian charity that has been helping vulnerable Australians move towards independence for over 160 years.</p> <p>We've learnt the ways for people to become more self-sufficient are different for everyone. This informs how we support people by combatting homelessness, assisting disadvantaged families and children, addressing mental health issues, fighting substance dependencies, and much more. Our team applies different approaches, alongside government, our corporate partners and everyday Australians who provide generous support.</p> <p>Together, we stand with Australians in need until they can stand for themselves.</p>
Purpose:	<p>Inspired by Jesus Christ, Mission Australia exists to meet human need and to spread the knowledge of the love of God.</p> <p><i>"Dear children, let us not love with words or speech but with actions and in truth." (1 John 3:18)</i></p>
Values:	Compassion Integrity Respect Perseverance Celebration
Goal:	To reduce homelessness and strengthen communities.

Position Details:

Position Title:	Content Manager
Division:	Fundraising and Marketing
Reports to:	Senior Manager, Communications
Position Purpose:	<p>Support the achievement of our strategic direction to be an inspiring and well known organisation that people engage with and support.</p> <p>Drive increased brand awareness and understanding and the achievement of fundraising retention and acquisition targets through the development of compelling content that deepens the relationship with existing supporters and prospects.</p>

Position Requirements (What are the key activities for the role?)

Key Result Area 1	Content planning
Key tasks	Position holder is successful when
<ul style="list-style-type: none"> Gather and analyse supporter/prospect/competitor content-related insights Articulate the Mission Australia brand story, centred on independence Contribute to content planning in conjunction with stakeholders to meet 	<ul style="list-style-type: none"> Ongoing supporter and market analysis is conducted and considered as content is developed Mission Australia's brand story is clearly understood by all staff and is articulated in a way that resonates with key external audiences

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business objectives and align to organisational goals	<ul style="list-style-type: none"> Active collaboration with stakeholders in content planning and scheduling
Key Result Area 2	Content development
Key tasks	Position holder is successful when
<ul style="list-style-type: none"> Liaise closely with in-house design function to develop compelling creative concepts and communications that inform, involve, and engage target audiences and deliver to content strategies/briefs. Write content that reflects the Mission Australia brand including tone and manner, messaging, visual identity and brand guidelines. Develop 'fit for purpose' content, relevant and appropriate for the audience, channel and medium. Provide communications support for fundraising and marketing as required 	<ul style="list-style-type: none"> Communications deliver to content strategies/briefs Brand content inspires and educates target audiences/communities Fundraising content nurtures, convinces and converts target audiences/communities Communications reflect the target audience and meet the communication objectives. Organisational goals in terms of revenue and engagement are achieved
Key Result Area 3	Continuous improvement
Key tasks	Position holder is successful when
<ul style="list-style-type: none"> Maintain brand writing style guide for key audiences Develop and maintain content quality checklists for key target audiences and channels, including supporter personas. Collaborate with other support functions (Marketing & Communications, Fundraising, Media and Advocacy) to ensure that relevant content is socialised and leveraged across multiple audience sets. Provide communications advice and mentoring to stakeholders in marketing, fundraising and sector engagement functional areas as required. 	<ul style="list-style-type: none"> Writing style guide is embedded in the organisation. Content quality checklists and supporter personas are embedded in the organisation Content is leveraged appropriately across multiple audiences (including individual supporters, corporate partners, churches and schools), tailored to the needs of those audiences.

Work Health and Safety

Everyone is responsible for safety and must maintain:

- A safe working environment for themselves and others in the workplace
- Ensure required workplace health and safety actions are completed as required
- Participate in learning and development programs about workplace health and safety

- Follow procedures to assist Mission Australia in reducing illness and injury including early reporting of incidents/illness and injuries

Purpose and Values

- Actively support Mission Australia's purpose and values;
- Positively and constructively represent our organisation to external contacts at all opportunities;
- Behave in a way that contributes to a workplace that is free of discrimination, harassment and bullying behaviour at all times;
- Operate in line with Mission Australia policies and practices (EG: financial, HR, etc.);
- To help ensure the health, safety and welfare of self and others working in the business;
- Follow reasonable directions given by the company in relation to Work Health and Safety.
- Follow procedures to assist Mission Australia in reducing illness and injury including early reporting of incidents/illness and injuries
- Promote and work within Mission Australia's client service delivery principles, ethics, policies and practice standards
- Actively support Mission Australia's Reconciliation Action Plan.

Recruitment information

Qualification, knowledge, skills and experience required to do the role

- 5+ years' experience developing content plans and copywriting, ideally including fundraising
- Degree in marketing, journalism or communications
- Strong knowledge of marketing and communications concepts and trends
- Inherently creative, thrives on creative challenges
- Excellent copywriting, editing and content creation ability – a natural story-teller, able to combine words and imagery that leave a lasting impression and motivate people to action
- Ability to leverage the creative tension between copy and design to create truly compelling content
- Ability to create content that is appropriate for target audiences and channels while reflecting a brand's personality and tone of voice
- Solid understanding of the Bible and biblical concepts to produce content that engages Christian audiences and churches.
- Strong relationship management skills, ability to inspire and negotiate with a wide range of stakeholders
- Works calmly under pressure

Key challenges of the role

- Working in a collaborative environment, delivering to deadlines while ensuring effective internal stakeholder engagement

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- Balancing the need for planning in order to successfully implement content strategy while catering for ad-hoc and tactical demands of the organisation
- Being creative to achieve goals with limited resources.

Compliance checks required

- Working with Children
- National Police Check
- Vulnerable People Check
- Drivers Licence
- Other (prescribe) _____

Approval

Manager name

Approval date