

## **Position Description**

### **Marketing and Communications**

Permanent Full Time (or part time by negotiation)

This Marketing and Communications position is critical to the recruitment of suitable students to Ridley College. The person will develop and implement marketing and communication strategies across a wide range of platforms to engage and nurture future students and promote the College's key value propositions.

The position is responsible for brand development, marketing strategy and implementation. The role will work with our small creative team to produce highly engaging promotional of high-quality promotional content for multiple channels including, web, social media, email and publications. An excellent understanding of digital and social media is essential, as well as talent in communications and customer engagement.

### **Qualifications**

- Relevant tertiary qualifications in Marketing, Communications or related field.
- Experience in a similar position, ideally within a large organisation.
- Demonstrated ability to produce high quality publications, marketing collateral and online content.
- Sophisticated understanding of communications, customer engagement strategies and brand development
- Demonstrated understanding of marketing and communications through digital and social media.
- Advanced copywriting skills for online and offline platforms.
- Loads of initiative.
- Strong project management, presentation and communication skills
- Strong attention to detail and the ability to prioritise multiple tasks and meet deadlines.
- Ability to work both independently as well as collaboratively with team members and other stakeholders.
- Driver's licence, car and willingness to work out of hours on occasion as required for promotional events.
- Strong alignment with the vision and value of Ridley College.

Applications must address the above qualifications and are to be submitted by email to [t.foster@ridley.edu.au](mailto:t.foster@ridley.edu.au) by 4pm on 21 March 2019.

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## **Ridley College**

### **Mission, Vision and Values**

The success of Ridley College is underpinned by our commitment to our mission, vision, theological framework and values.

#### **Mission**

Equipping men and women for God's mission in a rapidly changing and increasingly complex world.

#### **Vision**

To be a leading centre of mission and ministry training delivered in supportive communities through flexible study modes.

### **Theological Framework**

Ridley College is committed to academically rigorous theological training in the Reformed Evangelical tradition that engages seriously with contemporary culture.

### **Values**

1. **Learning** – high academic standards in a spirit of honest inquiry, under the authority of Scripture, and engaging with the history of Christian thought and our contemporary world.
2. **Formation** – the intentional development of Christ-like character, prayerful dependence on God, and the integration of life, doctrine and ministry practice.
3. **Community** – learning in relationships of respect, support and integrity, welcoming people from varied backgrounds and churches, and establishing networks for partnership in ministry.
4. **Mission & Ministry** – promoting a global vision for the gospel of Jesus Christ, a heart to serve the church, cross-cultural skills, and perseverance, confidence and humility in handling God's word.