

# POSITION DESCRIPTION

## MUSTARD LEADERSHIP AUSTRALIA

<b>TITLE</b>	Manager of Communications (Marketing, Fundraising and Design) and Operations
<b>REPORTS TO</b>	Director
<b>DIRECT REPORTS TO THE ROLE</b>	Volunteers
<b>BASIS</b>	0.6FTE (3 days/week)
<b>APPLY</b>	By 22 September 2020 to <a href="mailto:lara@mustard.org.au">lara@mustard.org.au</a> with covering letter and CV including three referees

### ABOUT MUSTARD

Mustard is a high school ministry that is passionate about engaging students in conversations about life through Jesus. These conversations happen in the context of Mustard Lunchtime Groups meeting weekly in schools (the Mustard Student Movement), and through the Mustard Live Schools' Program. Mustard's hope is to see Jesus transform students, empowering them to transform their schools and their world.

#### **Our Vision**

Mustard exists to empower students to be fully alive forever.

#### **Our Values**

Creativity – utilising our God-given imagination

Exploration – examining the ideas that shape our thinking

Relationships – being personal in what we do

Strategy – considering how to be most effective

### ABOUT THE POSITION

This position is responsible for:

- leading the strategy development, production and delivery of all fundraising and marketing initiatives;
- providing design and brand identity for all forms of communication; and
- managing the administrative tasks of the organisation.

### KEY RESPONSIBILITIES

#### **1. Vision & Strategy**

- Oversee the development, implementation and review of Mustard's fundraising vision & strategy
- Oversee the development, implementation and review of Mustard's marketing vision & strategy for all existing and prospective stakeholders
- Oversee the brand development and design of all Mustard communications

#### **2. Team Leadership**

- Be the Team leader in the organisation for all marketing, fundraising and design aspects.
- Lead and train volunteers to assist in marketing, fundraising and administrative functions.
- Be a key contributor to Mustard events at youth groups, youth conferences, church events and schools.

### **3. Primary Tasks**

- Design key fundraising events including a peer to peer fundraiser to maximise donations from a diverse range of donors.
- Create engagement strategies for existing and potential donors including the production of the online Mustard Monthly
- Create graphic design content for campaigns, events, online and print media including the annual Seed magazine
- Edit and copywrite written content to suit project design and strategy
- Oversee the content and design of the Mustard website and campaign websites.
- Cultivate and manage church partnerships
- Oversee the implementation and management of Kepla (CRM system) to maximise communication efficiency and inform strategy
- Oversee the administrative functions of the office
- Collaborate with The Mustard Live Team Leader and Student Movement Team Leader and assist as required in the Mustard Live Schools' Program and youth and church events

### **Key Selection Criteria**

- A passion for following Jesus and seeing the growth of His Kingdom amongst youth
- Demonstrated experience in marketing and fundraising
- Ability to think strategically and to plan, implement and review processes.
- Highly organized, the ability to manage numerous projects at once and be self-motivated.
- Strong interpersonal skills, with leadership capabilities and the ability to manage volunteers.
- Experience in graphic design including a working knowledge of design software

### **Desired skills**

- Web design and management skills

### **Other Information**

- In order to be considered as the preferred applicant for this position, it is a requirement that the successful candidate will hold a satisfactory Working with Children Check.
- The applicant must be flexible; given that there will be events, meetings and preparation outside of regular business hours, especially during times of peak activity.
- The applicant must also sign a Code of Conduct.