

MARKETING COORDINATOR

JOB DESCRIPTION

OUR MISSION

The Big Kids' Table exists to be an informative, loving perspective and to create safe, honest conversations about Kingdom identity, sexual experience and the expression of sexual desire.

We seek to create an online platform for such conversation, striving to become a safe resource for young people and their faith communities. Furthermore, we aim to facilitate tailored consultation and programs for such faith communities that will create powerful, creative and sustainable ministry transformation.

The most beautiful moments take place at the table with food, friendship and conversation. Everything we do comes back to this verse:

'Dear friends, let us love one another, for love comes from God. Everyone who loves has been born of God and knows God. Whoever does not love does not know God, because God is love. This is how God showed his love among us: he sent his one and only son into the world that we might live through him. This is love: not that we loved God, but that he loved us and sent his son as an atoning sacrifice for our sins' – 1 John 4:7-10

POSITION OVERVIEW

The Marketing Coordinator oversees the brand management and communication strategy of BKT..

REPORTS TO

The Directors, primarily Georgia.

TIME COMMITMENT

4 hours minimum per week inclusive of time at events and workshop meetings. Note: there is flexibility on times.

POSITION TYPE

Volunteer

SPECIAL GIFTS AND TALENTS PREFERRED

- + Excellent written and verbal communication skills.
- + In-depth understanding of BKT's current products and future concepts.
- + Ability to think creatively and innovatively with an understanding of effective design.
- + Analytical skills to forecast and identify trends and challenges.
- + Experience in stakeholder management and engagement.
- + Familiarity with the latest trends, technologies and methodologies in marketing and fundraising areas.
- + Experience with digital platforms such as MailChimp and Later.
- + Strong, strategic copywriting skills.
- + Ability to draw conclusions from data and take action accordingly.

QUALITIES

- + Prioritizes a strong relationship with God, focusing on this in their day to day. They understand the importance of faith in their lives and intimacy with God through this.
- + Doesn't profess to know all the answers. They approach leadership with grace, humility, and an eagerness to learn.
- + Brings joyful enthusiasm and Godliness to their role.
- + Is an active member of their own local church, serving in some capacity.
- + Pursues Godliness in all things and does not participate in sexual immorality, drunkenness, gos-sip and/or any other immoral behaviour, understanding their role as a BKT representative and influence on impressionable young people.

RESPONSIBILITIES

- + Overall vision and implementation of marketing and fundraising strategies.
- + Brand management:
 - Development of an effective brand strategy.
 - Maintain BKT's public image through the implementation of marketing initiatives.
 - Working with the graphic designer to collaborate on projects.
 - Working to a pre-determined budget.
 - Build relationships with churches, schools and relevant stakeholders.
 - Oversee and maintain social media accounts and ensure brand consistency.
 - Complete research into industry trends and public perception and present this to directors.
 - Aid in the creation of marketing and advertising campaigns to strengthen BKT's brand identity.
- + Communication strategy:
 - Develop and implement an effective communication strategy that is inclusive of digital (social media and EDM) and print platforms.
 - Managing the daily operations of marketing:
 - Management of scheduling software including Mailchimp and Later.
 - Creation of content, working in collaboration with directors.
 - Report and provide recommendations on performance monthly.
 - Develop unique marketing promotions and campaigns in order to attract new audience and clients and retain existing audience and clients.

RESOURCES AND TRAINING

The Marketing Coordinator will engage in team training that will familiarise them with the BKT ethos and mission and engage with meetings with the whole team.

TERM OF APPOINTMENT

Initial 6 months subject to review.

REQUIREMENTS

- + Induction training with our Directors.
- + Completion of BKT child safety training.
- + Provision of the necessary compliance checks (i.e. police check and Working with Children Check).
- + Training in marketing and business, qualifications preferred but not necessary.