

Position Description – Communications and Media Coordinator

Micah Challenge is seeking a highly skilled individual to lead and implement our communication and media strategies.

Micah Challenge is a global movement of aid and development agencies, churches, schools, groups and individual Christians who want world leaders to meet their commitments to the Millennium Development Goals. In Australia, the campaign is driven by a coalition of organisational partners. For more information see www.micahchallenge.org.au.

The successful candidate will be a creative and passionate person who wants to be part of mobilising the Christian community to create positive change for the poorest in our world. You will be committed to our vision of seeing *all Christians in Australia advocating for and with the global poor in order to see Australia doing its fair share to halve global poverty by 2015*.

Purpose:

The Communications & Media Coordinator will be responsible for **developing** and **implementing** the Micah Challenge communications/media strategy.

Responsibilities:

- Ensure the ongoing development and successful implementation of Micah Challenge's communications strategy including:
 - Digital media - Website and blog
 - Social media
 - Database driven supporter communication
- Ensure a consistent and compelling campaign message across all forms of media
- Ensure the ongoing development of Micah Challenge's media strategy across multiple forms (online, print, radio)
- Liaise with communication staff from our coalition partners to ensure effective buy-in and participation in the communications strategy
- Work with technology providers to ensure the appropriate systems and structures are in place to facilitate effective large scale communication with various publics
- Supervision of a communications intern

Specific Tasks:

- 1) Writing/editing updates for Micah Challenge social media, website and blog
- 2) Coordinate and write monthly campaign updates to Micah Challenge supporters
- 3) Assist with developing messaging for new campaigns
- 4) Develop and maintain relationships with key media partners
- 5) Coordinate media for key events/campaign actions

Essential Criteria:

- Mature Christian faith
- Highly developed and creative communication skills - with a particular focus on writing and digital communication

- Highly developed understanding of digital communications including social media, web based content management systems and online databases
- Experience dealing with the media
- A proven capacity to coordinate various stakeholders and build capacity in order to deliver on project outcomes in a communications and/or media context

Desirable Criteria:

- Tertiary qualifications in a related field
- A sound understanding of international development issues
- A sound understanding of and interest in the Australian political process;
- Understanding of the Australian church context
- Experience in a development context overseas

Terms:

The role will be full time, 5 days per week, on a contract basis until 30 June 2014. The Communications and Media Coordinator reports to the National Coordinator and forms part of a small, passionate and energetic team based in the Micah Challenge Sydney office.

Application Process:

Please send a cover letter (max 2 pages) addressing the above criteria, along with your CV and links to any relevant previous communications examples to the National Coordinator, Micah Challenge Australia - info@micahchallenge.org.au

Applications close **5pm Friday 16th March 2012.**

For further information contact:

Melanie Wellings on 02 9356 8500