

**Job Description:
Communications Administrator**



This document should be read in conjunction with the 'Communications Administrator Job Specification'.

Key Responsibilities (to be either carried out directly or through the oversight of volunteers)

The scope of this job is limited to 10 hours at this stage and is focused around establishing excellent foundations for the growing and changing communications at Ashford Vineyard, and prioritising the delivery of essential communications. As such, we have a vision that the role would grow in terms of hours, responsibilities and impact over time. Therefore, some of the elements described below that focus on the strategic/development aspects of communications may be at a basic level in line with what can reasonably be achieved within the given hours.

- Work with church and project leaders to develop communications processes and define priorities that create an environment in which messages can be communicated clearly, creatively and effectively.
- Work with church and project leaders to define, develop and effectively communicate messages to church-wide and specific audiences.
- Solicit information from church and project leaders to organise and plan communications messages in a timely manner.
- Create, organise, plan and implement effective communications messages and strategies to church and community audiences. The individual will support church and project leaders in conveying their vision and communications priorities to appropriate audiences.
- Serve as air traffic controller, keeping communications requests on time and on budget.
- Cultivate, lead and manage a team of communications volunteers (writers, photographers, designers, etc.).
- Work with church and project leaders to develop communications messages to reach those not currently associated with AV.
- Work alongside the leader of the Stream Team to optimise the reach and quality of live streamed content.
- Create and implement a strategy for becoming more visible in the community.
- Write and edit communications messages for use in various mediums and audiences.
- Keep ears open to stories of life-change within the life of AV. Develop ways to creatively communicate those stories via video, interviews, newsletter, social media etc alongside the potential AV 'Story Chaser'.

- Work according to the Social Media policy (and ensure other volunteers do the same) and ensure any changes in SM culture/use are reflected in it.
- Facilitate proactive communications ideas, calendaring, and church- wide and project-specific initiatives. This individual is a visionary with a contagious spirit to see how the church can be concise, clear and creative in their communications.
- Be responsible for maintaining and updating the website and social media accounts on a regular basis and serves as the Webmaster for church's website.
- Serve as the "eyes" for all things print and electronic, looking for clear communication, brand presence and consistency. This individual will have strong writing, editing and proofreading skills.
- Be current on creative, communications and technological trends and look for opportunities to use this information to more effectively communicate with the community and church family.