



## Position Description

### Engagement Manager

<b>Team</b>	SMBC Engagement Team
<b>Employment Basis</b>	Full-time
<b>Location</b>	Sydney, NSW Australia
<b>Reports to</b>	Chief Operating Officer
<b>Direct Reports</b>	Brand and Advertising Manager (1.0FTE)
<b>Effective October 2024</b>	Version 2.1

## Overview of Sydney Missionary and Bible College

SMBC's vision is to see thousands of loving, skilled graduates bringing the light of Christ to a dark and needy world. For over one hundred years, it aims to achieve its vision by creating learning communities through which God prepares his people – theologically, spiritually, and practically – to serve Jesus in diverse contexts and cultures.

Located in Sydney's cosmopolitan Inner West SMBC is approved by the Australian College of Theology to offer a variety of courses at undergraduate, graduate and postgraduate level. SMBC provides a flexible approach to learning, offering full-time and part-time, day and evening, intensive and semester-length options, to meet the needs of Christians from a variety of backgrounds and with a range of ministry goals.

## Engagement Manager

The primary objective of this full-time position is, under God, to contribute to the growth and impact of the ministry of SMBC by effectively attracting prospective students.

To meet this objective, the engagement manager will:

- Have a strong and growing relationship with the Lord.
- Be an enthusiastic ambassador for SMBC's vision and strategic plan imperatives.
- Be an effective communicator who can build engagement with people from all walks and stages of life.

## Primary responsibilities:

### Marketing Strategy

- Formulate and execute marketing strategies to effectively reach target audiences attracting new students and incorporating an 'all of College' approach to promotion.
- Oversight of various channels, including digital media, social platforms, events, and traditional methods, to maximise the impact of marketing campaigns.

### Promotional Activities

- As it relates to attracting prospective students, ensure the execution of promotional events, conferences, and seminars highlight SMBC's programs, vision and values.
- Ensure SMBC's participation in relevant internal and external events, ensuring a strong presence for SMBC.

### Content Creation

- Collaborate with the brand and advertising manager to develop compelling content that aligns with SMBC's mission and resonates with the target audience.
- Ensure consistency in messaging across all marketing materials.
- Oversight of College newsletters.

### Prospective Student Engagement

- Develop and implement strategies to attract and engage prospective students through targeted outreach efforts.
- Develop strategies in collaboration with college stakeholders which enhance prospective student engagement in the wider College life. Build capacity of wider College to undertake effective engagement with prospective students.
- Ensure prospective student 'touchpoints' have the relevant support to provide above and beyond customer service to encourage the commencement of enrolment activity.

### Donor Relationships

- Collaborate with the Supporter and Relationship Manager to facilitate the development of effective donor relationships plans.

### Community Engagement

- Develop and maintain strong relationships within the Christian community to enhance the visibility of SMBC.
- Collaborate with the brand and advertising manager, local churches, ministries, and Christian organisations to promote the educational offerings and mission of SMBC.

### Data Analysis and Reporting

- Use analytics tools to assess the effectiveness of marketing campaigns and where possible make data-driven decisions for continuous improvement.

- Generate regular reports on engagement metrics, enrolment and attrition rate trends, and the success of marketing initiatives.

### **Collaboration and Coordination**

- Work closely with other members of the SMBC leadership team, student services and other relevant teams to ensure alignment between marketing efforts and SMBC goals.
- Collaborate with external partners and vendors

### **Budget Management**

- Develop annual budget and identify areas of cost savings in conjunction with the finance team.
- Ensure the engagement team operates within the budget scope and alert the finance team where unbudgeted anomalies may occur.

### **Project Work**

- As required, contribute or oversee relevant projects as they relate to attracting prospective students and donors.

## **Contribution to the general life of the College**

- Provide effective support and assistance to other team members.
- Collaborate with internal and external stakeholders (including church and para-church organisations) in a professional manner that reflect College organisational values.
- Represent and actively promote the College within the wider Christian community.
- Annually affirm the SMBC Doctrinal Statement and join weekly prayer meetings.
- Attend leadership and faculty meetings.
- Undertake relevant internal training courses as requested.
- Understand and comply with SMBC Codes of Conduct, Work Health & Safety, Safe Communities, Privacy and other College policies.
- Ensure the SMBC brand is maintained.

## **Working relationships**

- Brand and Advertising Manager
- Supporter and Relationship Manager
- Leadership team/faculty
- Event Coordinator/Owners
- Technology Team Leader
- Student Services Team
- The Bridge team.
- Alumni
- External parachurch, cross cultural mission organisations, and local churches
- External media organisations

## Person specification

The successful candidate will:

- be a mature Christian and active member of a local church.
- live a lifestyle consistent with Christian standards of holiness.
- be committed to the vision, mission and values of SMBC have excellent oral and written communication skills.
- be a creative thinker with a strategic mindset.
- have strong critical thinking skills.
- Be able to thrive in a fast-paced, dynamic environment.
- Be purposeful with a focus on driving measurable outcomes.
- always maintain confidentiality, tact and diplomacy
- be able to manage conflicting priorities with a calm and measured approach.
- possess a current valid Working with Children Check and Safe Ministry training.

## Knowledge/skills/experience required

- Bachelor's degree in marketing and communications, or a related field or at least five years demonstrated experience in marketing roles.
- Digital marketing and analytics
- Demonstrated experience in developing and implementing strategic plans.
- Demonstrated people relational skills.
- Proven record of delivering results.
- Proven history of delivery in a not-for-profit context an advantage
- High level of computer literacy and adaptation to new software

*Desirable qualifications / experience:*

- Journalism/copywriting
- Salesforce software