



COMMUNICATIONS SPECIALIST

Application Pack

PREPARING YOUR JOB APPLICATION

To prepare your application please complete the following

1. Review the 'Essential Information about Compassion'.
2. Review the position description.
3. Develop a 1 – 2 page cover letter that includes:
 - a. Why you are interested in the role
 - b. Why you would be a good fit for Compassion's organisational identity and culture
 - c. How your skills and experience suit the role
 - d. Three examples of your work as outlined below:
 - i. An example email opener of approximately 100 words (plus a subject line) for our Gifts of Compassion campaign. More information on Gifts of Compassion can be found here: <https://www.compassion.com.au/gifts-of-compassion>
 - ii. An example social media post for Compassion's Facebook page that outlines the importance of our Education and Training Critical Need and encourages readers to give. More information can be found here: <https://www.compassion.com.au/donate/education-and-training> and <https://www.facebook.com/CompassionAU/>
 - iii. An example social media post for Compassion's Instagram page that focuses on the difference that sponsoring a child can make. More information can be found here: <https://www.compassion.com.au/sponsor-a-child> and <https://www.instagram.com/compassionau/>
4. Develop a concise resume outlining your qualifications and employment history (max 3 pages).
5. Uploading your resume, cover letter and answer the application questions to the minimum word requirement.

Contact Us

Should you require further information after reviewing this document, please contact our People and Culture team at peopleandculture@compassion.com.au.

ESSENTIAL INFORMATION ABOUT COMPASSION

Mission

Compassion exists to release children from poverty in Jesus' name.

What Makes Us Unique?



Christ-centred

We are dedicated to caring for the poor in response to God's call and giving hope to the hopeless by spreading the Gospel of Jesus Christ in an age-appropriate, culturally relevant and noncoercive way.



Child-focused

Children are the hardest hit by poverty, the least able to change their circumstances, and at the heart of Jesus' ministry. We address the holistic needs of the individual child so that they can become responsible and fulfilled Christian adults and change agents in their communities.



Church-based

We partner with local churches to implement our holistic child development model because they are uniquely placed to understand the real needs of their community and foster an environment of stability.

Statement of Faith

1. **WE BELIEVE** the Bible is the inspired, the only infallible, authoritative Word of God.
2. **WE BELIEVE** there is one God, eternally existent in three persons: Father, Son and Holy Spirit.
3. **WE BELIEVE** in the deity of our Lord Jesus Christ, in His Virgin birth, in His sinless life, in His miracles, in His shed blood for the remission of sins, in resurrection, in His ascension to the right hand of the Father and in His personal return in power and glory.
4. **WE BELIEVE** salvation is found only through Jesus Christ and requires individuals to acknowledge their sin, accept His forgiveness and repent.
5. **WE BELIEVE** that for the salvation of lost and sinful man, regeneration by the Holy Spirit is absolutely essential.
6. **WE BELIEVE** in the present ministry of the Holy Spirit, by whose indwelling the Christian is enabled to live a godly life.
7. **WE BELIEVE** in the resurrection of both the saved and the lost; they that are saved unto the resurrection of life and they that are lost unto eternal separation from God.
8. **WE BELIEVE** in the spiritual unity of believers in the Lord Jesus Christ.
9. **WE BELIEVE** Jesus established the Church to carry out ministry on earth.



POSITION DESCRIPTION

Primary Purpose

The Communications Specialist (known internally as Narrative Specialist) is responsible for creating and coordinating content for internal and external communications across traditional and digital platforms, and implementing Compassion Australia's media and PR strategies, in order to support and influence strategic outcome while championing Compassion's brand.

Key Accountabilities

- Collaborate across teams to build integrated communications campaigns to achieve set objectives
- Research, write, edit and publish content across traditional and digital platforms for a range of audiences and purposes (eg. collateral, digital content, media releases, social media)
- Ensure that the integrity of the message is retained across all channels by proofing and undertaking quality control for accuracy and consistency of brand and message
- Assist in developing and managing mutually beneficial media relationships
- Collaborate across teams to maximise the PR value of events and activities
- Develop, maintain and promote relevant policies, processes and guidelines in order to promote and protect Compassion's brand (e.g. IP, branding, messaging, public relations, advertising)
- Undertake regular professional development in order to maintain and improve skills, respond to emerging communications and platform trends, and ensure up to date knowledge of Compassion's core products

Selection Criteria

(Job Specific Skills, Knowledge & Qualifications, Experience)

- Degree in communications, journalism, marketing, digital media or related discipline
- Significant experience as a creative storyteller with excellent written, oral and visual communication skills
- Exemplary written communication skills across traditional and digital platforms, including social media
- Exceptional research, analytical and proofreading skills
- Strong understanding of the technical aspects of digital communication (e.g. SEO, accessibility)
- Ability to engage effectively with a variety of stakeholders
- Demonstrated ability to translate complex messages into engaging content for varied audiences
- Effective under pressure; able to juggle competing priorities
- Substantial experience in a communications, media or PR role
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People Management Capabilities – Team Member/Specialist

Please see [link](#) to the capability requirements for this role.





**SEARCH FOR
COMPASSIONAU**

COMPASSION AUSTRALIA

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