



PREPARING YOUR JOB APPLICATION

1. Read through the *Essential Information About Compassion* in the following pages to familiarise yourself with the big picture of Compassion's ministry. You can also find out more about who we are and what we do at [our website](#).
2. Read through the Position Description listed at the back of this document to familiarise yourself with the particular role you are interested in.
3. Prepare a written application comprised of:
 - a. A brief cover letter outlining why you are interested in the role and how you would fit with Compassion's organisational identity and culture as well as how your skills and experience suit the role.
 - b. A concise resume outlining your qualifications and employment history
 - c. A document outlining how you fulfil the Essential and, where possible, the Desirable criteria listed in the Position Description under Job Specific Skills, Knowledge & Qualifications and Experience. You may present this document in whatever format you choose (e.g. bullet points under subject headings, tables).

ESSENTIAL INFORMATION ABOUT COMPASSION

MISSION

Compassion exists as an advocate for children – to partner with, equip and inspire the Church to release children from poverty in Jesus' name

VISION

Transformation of lives, communities and nations through releasing children from poverty in Jesus' name

DISTINCTIVES

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 non-coercive 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

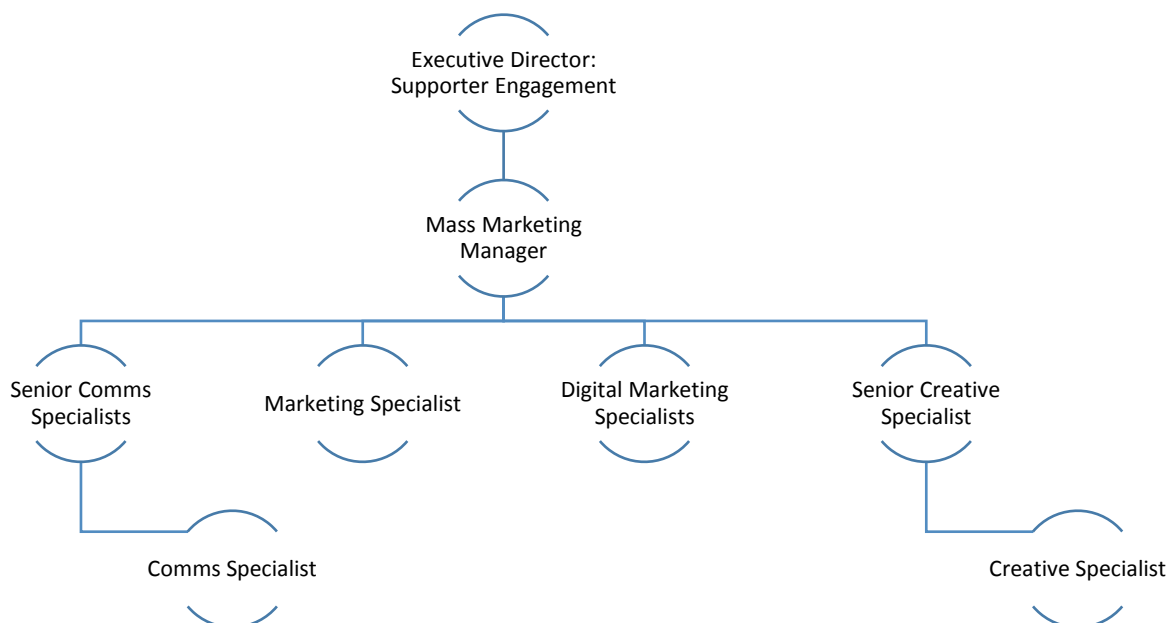
1. **WE BELIEVE** the Bible is the inspired, the only infallible, authoritative Word of God.
2. **WE BELIEVE** there is one God, eternally existent in three persons: Father, Son and Holy Spirit.
3. **WE BELIEVE** in the deity of our Lord Jesus Christ, in His Virgin birth, in His sinless life, in His 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

Position Information	
Job title: Marketing Specialist	Reports to: Mass Marketing Manager
Team: Mass Marketing Team	One up Manager: Executive Director: SE
Section: Marketing	Location: Newcastle Office
Job Description New Updated	Date updated: July 2016
Key Relationships: <ul style="list-style-type: none">• Marketing Team• Ministry Relationships staff• Supporter Ministries staff• Ministry Services staff	

Primary Purpose

In response to God's calling and in the power of the Holy Spirit, the Marketing Specialist works to develop and implement marketing initiatives for the effective promotion of Compassion's programs in Australia. The Marketing Specialist manages marketing projects in a collaborative and cross functional team context.



Ministry Values and Generic Requirements

Ministry Values	Trust God	<ul style="list-style-type: none"> Am I trusting God and maintaining joy in all situations?
	Be Well	<ul style="list-style-type: none"> What am I doing to care for myself physically, emotionally, spiritually and mentally?
	Value Others	<ul style="list-style-type: none"> Do I champion those around me, treating them with dignity and respect?
	Achieve Together	<ul style="list-style-type: none"> Do I actively collaborate with others in order to fulfil our mission?
	Grow Together Through Challenge	<ul style="list-style-type: none"> Am I learning, adapting and pursuing creative solutions?
General Requirements	<ul style="list-style-type: none"> Active Christian faith demonstrated by involvement in local church fellowship Commitment to Compassion's Statement of Faith Strong desire to see children released from poverty in Jesus' name A servant heart with a desire to serve in the ministry of Compassion Personal and professional integrity Prepared to undergo Criminal History checks 	

Key Accountabilities

- Develops and implements marketing initiatives specific to individual marketing portfolio (ie. MR, Product, Campaigns, Offerings, Digital Marketing and Content, Marketing Technology)
- Drives supporter acquisition and retention for Compassion's programs and products and offerings
- Works to achieve intentional portfolio goals within the constraints of scope, time and budget
- Determines the need for and applies market research findings to their individual marketing portfolio
- Works in partnership with other teams within Marketing to creatively promote Compassion's products, offerings and campaigns while protecting, building and positioning Compassion's brand
- Collaborates with Ministry Relationships staff to ensure marketing initiatives are developed for the effective promotion of Compassion's products, offerings and campaigns across multiple markets and channels
- Collaborates with Ministry Services and Supporter Ministries staff to improve the systems, processes and reporting functions related to the servicing of Compassion's products, offerings and campaigns.
- Educates Compassion Australia staff on all aspects related to the programs and activities within individual marketing portfolio
- Represents Compassion Australia to Compassion International where applicable
- Carries out other marketing and/or project duties as required.

Job Specific Skills, Knowledge & Qualifications, Experience

Skills	Essential: <ul style="list-style-type: none"> • Highly developed ability to generate and implement marketing initiatives • Highly developed ability to liaise effectively with stakeholders • Ability to execute projects within the constraints of scope, time and budget • Exemplary planning and administrative skills • Exemplary written and verbal communication skills • Intermediate ability in Microsoft Office applications (Word, Excel, Explorer, Outlook, Project and PowerPoint) Desirable: <ul style="list-style-type: none"> • Ability to conduct market research and analyse findings
Knowledge & Qualifications	Essential: <ul style="list-style-type: none"> • Tertiary qualification in marketing or business, or equivalent experience • In depth knowledge of marketing theories and principles • Awareness of international development principles
Experience	Essential: <ul style="list-style-type: none"> • Substantial experience in marketing, business or communications Desirable: <ul style="list-style-type: none"> • Experience in a not-for-profit/Christian organisation

Delegation Group	5	Field Exposure Group	TBD
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Competency Profile		
Foundational Competencies	Level	Description of Competency
Organisational Knowledge for Decision Making	2	<ul style="list-style-type: none"> Describes Compassion's basic philosophical and theological stance on key ministry topics (e.g. poverty) Explains details of Compassion field operations including Compassion's four core programs Describes features and purposes of Compassion ministry offerings in detail
Health & Safety	1	<ul style="list-style-type: none"> Identify and respond to hazards, near misses, incidents and emergency situations according to established protocols Identify relevant health & safety personnel (e.g. HS Rep, RTW Coordinator) and process for contacting them
Communication	4	<ul style="list-style-type: none"> Implements consultation process across multiple workgroups in order to gather and refine ideas Presents the ministry of Compassion accurately and persuasively to a wide range of groups (Advocates, churches etc.)
Teamwork	3	<ul style="list-style-type: none"> Facilitates effective sharing of knowledge and resources across multiple workgroups Builds and utilises large internal networks in order to develop mutual understanding and complete tasks or projects involving multiple workgroups
External Relationships	2	<ul style="list-style-type: none"> Interacts frequently with Supporters and/or other external parties (e.g. businesses) in keeping with ministry guidelines in order to achieve simple tasks.
Technology	3	<ul style="list-style-type: none"> Utilises intermediate functions of generic productivity tools on a regular basis in order to complete work (e.g. mail merge) Utilises a limited number of specialised software packages to complete work (e.g. RightNow)
Analysis and Problem Solving	2	<ul style="list-style-type: none"> Utilises complex tools or reports (e.g. monthly finance reports) in order to make decisions, solve important problems or improve operations within a workgroup Promotes continuous learning and improvement within workgroup
Organising	3	<ul style="list-style-type: none"> Organises limited financial, human and technological resources in order to successfully deliver projects within a workgroup