Christian Leaders' Training College

**POSITION DESCRIPTION**

**Position:** Communications Officer

**Reporting to:** Academic Registrar

**Location:** Banz campus

**Date revised:** 23 July 2024

1. **PURPOSE**

The Communications Officer will play a vital role in enhancing the visibility and reputation of CLTC. This position is responsible to attract high-quality students, raise funds for student sponsorships and scholarships, and maintain strong connections with alumni. The Communications Officer will achieve these goals through effective communication strategies and relationship-building activities. Work will be carried out in collaboration with other staff with associated responsibilities.

1. **KEY RELATIONSHIPS**
2. College leadership
3. Deans of all three campuses and Dean of Associate Schools.
4. Support groups in Australia, NZ, Lae, and Port Moresby.
5. Church leaders and alumni.
6. **KEY RESPONSIBILITIES and ACTIVITIES**

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| **RESPONSIBILITIES** | **ACTIVITIES** |
| **Student Recruitment and Promotion** | 1. Develop and implement communication strategies to attract prospective students.
2. Create and disseminate promotional materials, including brochures, flyers, and advertisements.
3. Manage and update the college website with relevant content to engage and inform potential students.
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| **Fundraising and Donor Relations** | 1. Identify and engage with potential sponsors and donors for student scholarships and sponsorship programs.
2. Develop and maintain relationships with current donors through regular updates, reports, and personalized communication.
3. Ensure that student profiles and updates on students are provided to sponsors.
4. Communicate with government entities (provinces and districts) that could provide scholarships.
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| **Alumni Relations** | 1. Develop and implement strategies to maintain and strengthen connections with alumni.
2. Produce and distribute newsletters and other communication materials to keep alumni informed and engaged.
3. Plan and coordinate alumni events and activities.
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| **Content Creation and Management** | 1. Organise and edit a six-monthly College News newsletter.
2. Write, edit, and produce press releases, brochures, and other promotional materials.
3. Manage content on the College website, ensuring it is informative, engaging, and up-to-date.
4. Maintain and update the college's social media platforms to enhance engagement and outreach.
5. Coordinate the production of multimedia content, including videos and podcasts.
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| **Public Relations** | 1. Develop a public relations strategy to focus and coordinate the efforts of the College’s relationships and brand communication.
2. Monitor and report on the effectiveness of communication strategies.
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| **Other Duties** | 1. Supervise and mentor a student communications community service team.
2. Provide support for college events by developing promotional materials and helping with logistics.
3. Other duties as required.
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1. **INDICATORS OF HIGH PERFORMANCE**
2. Increase in the number and quality of student applications.
3. Growth in the number of active sponsors and donors.
4. High levels of alumni participation in events and activities.
5. Timely and accurate updates on the college website and social media platforms.
6. Positive media coverage and increased public awareness of the College.
7. **QUALIFICATIONS, EXPERIENCE AND VALUES**
8. Bachelor level qualification related to communications.
9. Passionate about the work of CLTC.
10. Excellent ability with written English.
11. Ability to manage multiple tasks effectively, and meet deadlines.
12. Excellent interpersonal skills and a collaborative work style.
13. Experience in content creation for various media platforms.
14. Experience in donor relations is a strong asset.
15. Proficiency with website content management systems and graphic design software is a plus.