

## Content Manager - Community and Mission

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Company: Anglicare

Location: Australia

Category: computer-and-mathematical

### About the Role

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Join Anglicare as a Content Manager and use your skills to empower individuals and families across greater Sydney. As a vital member of the Community and Mission team, you'll report to the General Manager Business Development, taking charge of crafting content strategies, compelling copy, and engaging narratives that resonate with our audiences.

Community and Mission at Anglicare is dedicated to fostering connections—to loved ones, communities, God, and essential services and support networks. Your role will involve creating impactful content that facilitates these connections, providing practical information in times of crisis and inspiring partnerships for transformative change.

In this position, you'll collaborate closely with Marketing, Digital, and Fundraising colleagues to amplify the reach and impact of our initiatives. Your responsibilities will include developing and executing content marketing strategies, managing content production processes, and distributing content across various channels.

Join our dynamic, purpose-driven team during a pivotal period of growth and transformation.

#### **Key Responsibilities Include:**

Collaborating to develop content marketing and communications strategies.

Collecting and managing stories from clients, customers, churches, and staff.

Leading the content production process, from research and ideation to copywriting and publishing.

Writing articles, eDMs, webpages, social media posts, promotional collateral, media releases, and speeches.

Measuring and reporting content performance to inform audience engagement strategies.

Maintaining and improving processes for content planning and management, including managing a content calendar.

### **About You:**

Expertise in copywriting, content marketing, and communications.

A collaborative team player with strong relational skills.

Agile and adaptable, with a growth mindset and a hunger for innovation.

Action-oriented with a drive for achieving outstanding results.

Strong leadership, consulting, influencing, and communication skills.

Holding a mature Christian faith consistent with the beliefs of the Anglican Church, and familiarity with the Sydney Anglican Diocese.

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Generated on: 2024-05-05 by Expertini.Com

