

HEAD OF MARKETING, FUNDRAISING & COMMUNICATIONS

POSITION DESCRIPTION

FEBC AUSTRALIA'S MISSION

To communicate the Good News among the nations to inspire people to follow Christ.

More than one-third of the world's population are yet to hear about the love of Christ. Many of these precious people live in regions where missionaries cannot go, where literacy is low, and where Christian resources are scarce. For the isolated and persecuted, radio and other forms of media are often the only way to share the message of Christ's love and salvation.

OUR RESPONSE

Sharing the love of Jesus Christ through media.

Motivated by Jesus' call to make disciples of all nations, FEBC Australia engages with fellow Australians and international partners to share the love of Christ through media with those who have little access to the gospel, in their heart language. Where we're not able to overtly share the gospel due to social or political constraints, our partners provide programs incorporated with Christian values that speak to listeners' day-to-day circumstances. And we support our partners to run projects that address practical needs, as demonstrated by Christ, who ministered both practically and spiritually to the hungry, the sick, and those in need of recognition.

FEBC Australia was formed in 1965 and is a member of FEBC International. Collectively we deliver the gospel through radio and digital media in over 145 languages and over 30 countries.

**Let them
hear**



YOUR IMPACT WITH FEBC AUSTRALIA

At FEBC, we are a team dependent on God who enables us to serve with others to achieve Kingdom Impact!

Leading our small yet passionate Missions Engagement Team, you will lead on increasing revenue through engagement with Australian donors and stakeholders. Your expertise will enable Australians to join us to increase support for our international partners. This support is essential for our partners to produce life-changing messages about God's love to those who have not yet heard.

A DAY IN THE LIFE OF THE HEAD OF MARKETING, FUNDRAISING AND COMMUNICATIONS

Our Head of Marketing, Fundraising and Communications is responsible for developing and executing our fundraising and donor engagement strategy. Amongst a busy annual calendar, you'll also lead us in developing new initiatives to offer more Australians the opportunity to engage with our mission. With a focus on ensuring your team is equipped to play their part, you will design strategy, set goals, confirm plans, and ensure an environment of positivity and continuous learning.

From one day to the next, you may be working with our CEO on donor engagement opportunities and reporting against the strategy or working with our Head of International Projects to pull together our communications calendar. You and your team will share the successes and challenges of the ministry with our donors through newsletters and prayer guides, appeals and social media updates, and a website that shares our compelling story. Donor relationship management is also key, as is collecting and analysing data to ensure our decisions are based on evidence. As a member of a small team, you'll be hands-on in several areas of the business.

As our Head of Marketing, Fundraising and Communications you will report directly to our CEO and join our Head of International Projects and Accountant as members of our Senior Leadership Team.





HOW WE WORK

Our faith and values undergird all we seek to accomplish. We:

Faithfully Steward our time, abilities, information, finances, wisdom, and relationships.

Delight in God's Purpose through thanking God and trusting in Him, His work and our role in His mission, which is to speak and demonstrate His truth.

Remember our Supporters by considering their perspective, acknowledging their faithfulness, and being effective and kind stewards of their support.

Create Kingdom Impact by recognising our part in Jesus' Great Commission, praying and working towards lives being transformed by Christ's love.

To view our Statement of Faith, please visit: <https://febc.org.au/our-story/>

WHAT YOU BRING (SKILLS & EXPERIENCE)

With a heart for service, a deep commitment to living out the Christian faith, and alignment with FEBC's mission and values, you will bring strong organisational and leadership skills with attention to detail. Your experience in marketing, fundraising, and communications (preferably from a not-for-profit or ministry setting) will provide you with the insight and skill to assist us to grow our donor base to increase income and therefore our mission impact.

In addition to leading on our usual calendar of initiatives, you will develop and launch new products. You will be data-informed, utilising stakeholder feedback, market and industry analytics to make strategic decisions for FEBC's mission engagement activities. This will also include the oversight of FEBC's CRM system, ensuring our stakeholders' information is secure, relevant, and targeted.

FEBC can be a fast-paced environment at times, and your ability to plan and manage your workload is crucial to your team's success. In our dynamic environment, the ability to multitask and solve problems, along with the use of innovative tools and systems, will empower FEBC to continue pushing boundaries and making a significant impact in the years to come.

YOUR PART IN THE BIG PICTURE (RESPONSIBILITIES)

Leadership & Strategic Direction

- Work with our CEO and Senior Leadership Team to set, develop and monitor FEBC Australia's strategy.
- Develop and implement a Mission Engagement strategy that drives sustainable revenue growth and aligns with FEBC's long-term vision.
- Lead and develop the Mission Engagement Team (marketing, fundraising, and communications), ensuring alignment with FEBC's strategy, values, and beliefs. Provide clear roles, work plans, and professional development opportunities.
- Develop and manage budgets.
- Prepare Board, Management and Campaign reports that assist with effective decision making.
- Represent FEBC in fundraising partnerships and public engagements.
- Ensure compliance with regulatory standards.

Marketing, Communications & Brand Management

- Develop and execute a strategic marketing and communications plan, integrating social media, digital content, print, and email marketing to effectively promote FEBC's mission.
- Ensure consistency in brand messaging, upholding FEBC's identity across all communications, campaigns, and engagement efforts.
- Work collaboratively across the organisation to ensure alignment in messaging and maintain FEBC's strong reputation within the community.
- Manage FEBC's digital presence, overseeing website content, social media, and digital campaigns to drive engagement and measurable impact.
- Lead the development of high-quality content and collateral, including annual reports, brochures, newsletters, and presentations, to enhance donor and community engagement.

Fundraising & Financial Management

- Cultivate key partnerships to support fundraising growth and impact.
- Develop and implement innovative fundraising strategies, donor campaigns, and regular and major giving plans to ensure sustainable revenue growth.
- Oversee donor engagement and stewardship programs.



YOUR PART IN THE BIG PICTURE (CONT'D)

Stakeholder Engagement & Relationship Management

- Develop our regular and major giving opportunities, incorporating prospect research and moves management.
- Develop our Gifts in Will offering.
- Work with our Senior Leadership Team to increase prayer support for the mission.
- Build and strengthen partnerships with corporate, event, and industry stakeholders to expand FEBC's influence and support base.
- Foster meaningful and regular communication with donors, supporters, and partners, ensuring strong relationships and increased engagement.

Operational Excellence

- Collaborate with the Senior Leadership Team to ensure seamless information flow, fostering a cohesive and high-performing work environment.
- Stay informed on industry trends to design and implement innovative marketing and fundraising strategies that enhance FEBC's reach, engagement, and donor support.
- Lead the ongoing development of collection and analysis of data, leveraging data-driven insights to optimise donor engagement, fundraising performance, and marketing impact.
- Ensure the right systems, processes, and staffing structures are in place to support best practices in fundraising, marketing, and communications.





WHAT SUCCESS LOOKS LIKE (KEY OUTCOMES)

The Head of Marketing, Fundraising and Communications contributes to a positive, faith-filled work culture, embodying the mission of FEBC Australia. You will ensure our organisational and financial targets are met with accuracy, integrity, and wise stewardship of our funds.

This looks like:

Fundraising Goals Are Met or Exceeded – FEBC consistently achieves or surpasses annual revenue targets across key income streams, ensuring sustainable financial growth to support its mission. Strategic Fundraising Initiatives to Drive Growth – Mission engagement and fundraising strategies are successfully implemented, resulting in year-on-year revenue increases and deeper donor commitment.

A High-Performing, Motivated Team – The Fundraising, Marketing, and Communications team operates with clear direction, well-defined roles, and strong professional development, contributing effectively to FEBC's success.

A Strong, Recognisable, and Consistent Brand – FEBC's brand presence is well-established and consistently represented across all platforms, with a refreshed identity, an optimised website, and effective digital engagement.

Engaged and Growing Donor Community – Donors and supporters feel deeply connected to FEBC's mission, with clear and inspiring opportunities to give, pray, and engage, including a well-communicated Gifts in Wills program.

Clear Strategy and Effective Reporting – Strategic plans, reporting frameworks, and resource plans are well-defined and implemented, leading to measurable impact and informed decision-making across the organisation.

Strong Governance and Operational Excellence – Compliance requirements are met, financial stewardship is upheld, and all digital platforms are secure, functional, and aligned with best practices, ensuring a trustworthy and efficient operation.

HOW WE VALUE YOUR CONTRIBUTION

Remuneration Package

We aim to provide an overall remuneration package that is attractive and fair. Our remuneration framework ensures that we align to employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

Leave

You will have access to 20 days of paid annual leave (pro-rated for part-time employees). You are also entitled to personal/carer's leave, paid parental leave, long service leave and bereavement leave.

Flexible Working Arrangement

You will have access to flexible working arrangements. We encourage a culture of flexibility and enable conversation between yourself and the CEO about maintaining work-life balance.

Learning and Development

Our approach to learning and development will enable you to have the information, skills, and knowledge needed to do your job and to grow in your position.

POSITION DETAILS

Employment type: This is a permanent full-time position.

Applicable award: Award-free

Work location: Our preference is hybrid with minimum 2 days in the office located at 365 Kingsway, Caringbah NSW 2229, and 3 days work from home however we are open to considering candidates based elsewhere in Australia.

Hours of duty: Specific weekly hours are in keeping with the standard business hours of 8:30 am to 5:00 pm, Monday to Friday. Some additional out-of-hours work will be required in this position.

The requirements of this job description are intended to describe the general nature and responsibility of the work in this role. These statements are not to be construed as an exhaustive list of all duties, tasks and skills required of the job. Employees will also be required to follow any other job-related instructions and FEBC policies, and to perform other job-related duties requested by their supervisor to support FEBC's compliance with its legislative obligations. The supervisor may, through consultation with the employee, vary the responsibilities of the position temporarily as required, but within the skills and responsibility levels appropriate to the position.



Please send through your CV, a cover letter and a statement of your expertise and experience addressing the criteria to Carolyn at ACCOUNTANT@FEBC.ORG.AU



Contact CEO, Janet for any queries at **1300 720 017**

Join us!