

Communications Officer - Part-Time

ABOUT WORLDSHARE

WorldShare is a community of believers passionate about showing and sharing the love of Jesus. Our purpose is to see lives transformed and hope restored across the world through Community Aid and Development programs that focus on education, health, and sharing the gospel.

Our approach is partnership driven. Since 1943 we've come alongside locally-run Christian organisations that are creating life-changing opportunities for the world's most vulnerable and marginalised people. We listen rather than lead, providing resources, expertise, and prayer support to help bring their God given vision for their community to life.

Our goal is to combine best-practice aid and development with passionate Christian faith so that Christian organisations around the world are effective, resilient, and can bring about lasting change for their communities. <https://worldshare.org.au/about-us/>

POSITION PURPOSE

To inspire new and existing supporters, donors and church communities to connect deeply with WorldShare and its international partners through prayer, learning and giving.

MAIN TASKS

Working within the Fundraising and Marketing team, developing key messages and communication priorities.

- **This role offers a hybrid working arrangement, with all staff attending the office on Tuesdays. It is a part-time position (3 days per week) on a 12-month contract.**
- Helping to develop and implement an annual communications strategy with the objective of connecting key community stakeholders with the vision and mission of WorldShare.
- Working with the team to conceptualise, design and implement various direct mail, digital, stewardship and fundraising campaigns.
- Writing and editing emotive copy for fundraising campaigns and communications.
- Writing impact reports and proposals for different supporter segments.
- Helping to manage and create engaging content for website and social media platforms.
- Acting as a brand guardian for WorldShare, ensuring brand integrity across all organisational communications.
- Working closely with our international partnership team to ensure our communications include the perspective of those that WorldShare serves.
- Alongside the CDO, executing WorldShare's fundraising strategy.



- The above list is not exclusive, and the role may change to meet the overall objectives of the company.

REQUIRED QUALITIES AND EXPERIENCE

- Strong commitment to WorldShare's values and Christian ethos including acting with integrity, support for the biblical theology that informs WorldShare's development approach and the ability to participate in times of prayer and biblical reflection.
- Tertiary qualification in Communications and/or Marketing.
- Experience in coordinating and producing fundraising appeals.
- Experience administrating and moderating not-for-profit digital communications - newsletters, social media, and web page.
- Demonstrated success in a similar role, preferably within the international aid and development or the not-for-profit sector.
- Demonstrated experience nurturing relationships with relevant networks to advance organisational messaging and positioning.

DESIRED COMPETENCIES & SKILLS

- Understanding and working knowledge of CRM and CMS systems (Salesforce).
- Knowledge of social media marketing and search engine optimisation (SEO) best practice.
- Ability to think creatively and innovatively and work collaboratively with others towards successful outcomes.
- Willingness to be flexible, proactive and hands-on in the implementation of communications, marketing and fundraising strategies and plans.
- Communication: outstanding written and verbal communication skills with varying communication style depending upon the audience.
- Teamwork: willingness to assist and support others as required and get on with team members.
- Time management/organisation: accomplish objectives effectively within time frame given and to a high standard.

WHY WORK WITH US?

WorldShare has a long and trusted history of partnering with local Christian communities globally, combined with a forward-looking and innovative approach to the future.

We are deeply committed to restoring hope and transforming lives. Working at WorldShare means contributing to a meaningful mission within a culture that prioritises collaboration, flexibility, and wellbeing, and where people are supported to do their best work.

We do things differently:



1. We support locally-led development as we believe this is the most effective and sustainable way to transform lives. We know that local people best understand their communities, both the problems and the solutions, and they are with their communities for the long haul.
2. We deliberately seek out grassroots organisations, which typically miss funding from larger international NGOs. Our partners might be small, but they make a significant impact! Choosing grassroots organisations means that we deliberately choose to engage in deeper, more intensive partnership support.
3. We believe the gospel is best shown in word AND deed, and our overseas partners pursue an integral mission.
4. We love partnerships, and we delight in connecting Australians with partnerships overseas. Together, we can do more. We all have a part to play.
5. We offer a collaborative and supportive work culture and a flexible hybrid working arrangement.

WorldShare cares for and respects employees and is a spiritual and collaborative environment, as well as workplace flexibility, regular time for spiritual practices, paid parental leave and professional development.

SAFEGUARDING

Please note that (1) WorldShare is committed to safeguarding and maintaining an environment free from abuse, harassment, and exploitation. The recruitment process will include safeguarding checks and questions. WorldShare staff are required to provide a Police Check and Working with Children Check. (2) Applicants must have the legal right to work in Australia.

HOW TO APPLY

Applicants are required to submit a cover letter with their CV, describing their values, interests, and how these align with our community. Please email at recruitment@worldshare.org.au.

