



All One in **Christ Jesus**

Role Statement

Role Title	Digital Resources Coordinator
Reports To	Event Director <i>This role will also require close liaison with the Content & Partnerships Director</i>
Direct Reports	None
Primary Objectives of the Role	<p>The role of the Digital Resources Coordinator is to grow the user and subscriber base for the KCC One app, and effectively coordinate and manage the production of all content published through this digital platform. The Digital Resources Coordinator will also play a vital role in helping to shape, curate and proof all content to be published on the app, as well as manage the content pipeline.</p> <p>The role will be responsible for developing and executing plans for the growth of the app, taking content from concept to publication by working closely with the internal team and external contractors, and to maintain a high level of quality, relevance and consistency across all content produced for the app.</p>
Job Context	<p>Katoomba Christian Convention (KCC) is a Christian, interdenominational, not for profit conference ministry. KCC currently operates 6-7 conventions annually and operates a 10ha conference centre (StayKCC) in Katoomba, NSW. It operates many of its conventions from there and from other Sydney venues.</p> <p>KCC faces new challenges in terms of the changing international and national population demographics, changing beliefs and the post-Covid increased pace of change. The refreshment and renewal of convention platforms, and associated messaging methods and content, are very important to ensure KCC's relevance in such changing times.</p> <p>KCC has also committed to the establishment of a new digital platform (KCC One) to:</p> <ul style="list-style-type: none"> • Make KCC's extensive library of content widely available in different and useful formats;



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	<ul style="list-style-type: none"> • Create a strong channel of communication to delegates by keeping them well-connected to the ministry and enabling them to become effective advocates of the ministry to others; and • Raise financial support for the KCC ministry. <p>A strong ability to prioritise, work efficiently and independently, as well as give attention to detail, is critical in this role, as well as a well-presented, clear communication manner. A pro-active attitude that is willing to contribute to the needs of the team is essential. All these responsibilities will be performed while ensuring that KCC’s vision and objectives are being adhered to.</p>
Scope of Role	<p>Content Planning & Strategy</p> <ol style="list-style-type: none"> Work closely with the Content & Partnerships Director and app team to brainstorm compelling and innovative content themes, types and formats for publication on the KCC One app Plan, establish and manage the pipeline of content (video, audio or text) for the app on a 3-month rolling calendar across both the free and subscription offering, as directed by the Content & Partnerships Director Monitor, analyse and report on app usage data to inform and guide content planning and strategy Keep abreast of changes in the Christian digital content world to inform ideas, strategy and content development <p>Content Coordination</p> <ol style="list-style-type: none"> Coordinate the production of brand-new or repurposed content with the KCC internal team and external contractors from start to finish, including (but not limited to) audio, video, transcription, translation and other tasks Liaise with contributors and speakers for the purposes of content creation, including the coordination of agreements, honoraria and other logistics (e.g. filming locations) Brief all required graphics for content published on the app Create content titles, descriptions, contributor profiles, metadata and other relevant information for published content Manage and ensure all content deadlines are met for publication on the app Develop and manage a budget to achieve goals, together with the Event Director



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	<p>g. Proof all content approved by the Content & Partnerships Director to be published on the app and ensure:</p> <ul style="list-style-type: none"> i. Excellence in level of quality in output; ii. Relevance, usefulness and accessibility in content; iii. Alignment with KCC’s Statement of Faith; iv. Consistency with the KCC One style guide; v. Correct display and functionality across all platforms (mobile, tablet and web) <p>h. Owning and managing a comprehensive catalogue of all content on the app</p> <p>App Management</p> <ul style="list-style-type: none"> a. Ensure the app is up-to-date, relevant and free of errors, including the Events and Support sections b. Monitoring and responding to app feedback to inform future app development plans c. Liaising with the app development team to troubleshoot issues, report bugs and fix errors <p>Marketing and Promotions</p> <ul style="list-style-type: none"> a. Develop and execute an annual marketing and promotional plan for the app, in conjunction with the Event Director b. Drive increased app usage and subscription sign-ups through marketing initiatives, content planning and promotional activity at KCC events c. Liaise with the internal KCC team to design and produce marketing material, and execute the marketing plan across channels d. Ensure all marketing material meets branding guidelines
Key Relationships	<p>Internal</p> <ul style="list-style-type: none"> 1. Content & Partnerships Director 2. Event Director 3. Digital Content Creators 4. Graphic Designers 5. Social Media & Content Marketing Coordinator <p>External</p> <ul style="list-style-type: none"> 1. KCC app users 2. Contributors and speakers 3. Contractors and suppliers as required



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Key Result Areas	<ol style="list-style-type: none">1. Meeting or exceeding targets for active app users, new subscribers and subscriber retention rates2. Meeting or exceeding targets for average app usage by active users3. Rapid development of a content pipeline and calendar4. Successful implementation and execution of the content plan, resulting in high-quality, compelling resources published for the app5. Successful publishing and auditing of content, resulting in relevant and up-to-date content being available at all times6. Successful management of project timelines to ensure delivery of content to deadlines7. Strong management of budgets and execution of marketing plans to meet expense, app usage and subscription sign-up targets8. Development and regular maintenance of a comprehensive catalogue of all app content9. Strong, professional working relationships with the internal team10. Contribution to operational performance of KCC as an organisation
Skills	<p>Essential:</p> <ul style="list-style-type: none">• Strong, demonstrable organisational and project management skills to manage delivery of multiple, concurrent projects to deadlines• Excellent understanding of what makes great content and creativity in idea generation• Experience with planning and executing marketing initiatives• Strong proofreading, copywriting and editorial skills, and an eye for great visual design• Ability to analyse data to generate usable insights and strategy for content• Strong communication skills and ability to work within a team• High attention to detail and ability to work under pressure• Proven ability to work independently and collaboratively as a team member• Ability to identify and focus on customer (internal and external) needs, and problem solve creatively



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	<p>Highly Desirable:</p> <ul style="list-style-type: none">• Qualifications in theology, communications or media• Strong working knowledge of the digital content production process
Personal Attributes	<p>Essential:</p> <ul style="list-style-type: none">• An evangelical Christian committed personally and professionally to the authority of the Bible as Scripture• Active contributing member of a Bible-based local church• Must agree with KCC Statement of Faith and Code of Conduct• The ability to relate to people across the Christian denominational spectrum• Committed to a high standard of Christian personal integrity in workplace relationships• Self-motivated <p>Highly Desirable:</p> <ul style="list-style-type: none">• Attendance of KCC events and ability to testify to the benefits in your life
Hours of Duty	<ul style="list-style-type: none">• This is a part- or full-time position, 3-5 days per week based in the KCC Burwood office• Regular hours of work will be between 9:00am to 5:30pm
Other Terms	<p>This role is offered on the basis of a six (6) month probationary period. The successful applicant will be required to provide a cleared Working with Children Check.</p>

Employee Name:	
Employee Signature:	
Date:	

Manager Name:	
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Manager Signature:	
Date:	



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