



Position Description

Marketing & Fundraising Manager

Speaking fluently in more than 200 languages and dialects, TWR which knows no cultural, geographical, religious or political boundaries is reaching and engaging millions across the world for Jesus Christ with biblical truth in 160 countries through a variety of media. Together with international partners, local churches and other ministries, and now accessible by 80% of the world's population, God has enabled TWR since 1952 to help lead people from **doubt** to **decision** to **discipleship**, leaving a *lasting spiritual footprint*.

TWR also reaches out through different holistic community projects, listener groups, health seminars, pastor leadership training, children educational support and specific focus on women through the Project Hannah ministry.

TWR Australia – PO Box 275, Kerrimuir VIC 3129

VISION

To reach the world for Christ by mass media so that lasting fruit is produced

MISSION

To assist the Church to fulfil the command of Jesus Christ to make disciples of all peoples, by using and making available multiple media to:

- Proclaim the Gospel of salvation to as many people as possible
- Instruct believers in biblical doctrine and daily Christ-like living
- Model our message through our corporate and cooperative relationships

CORE COMPETENCIES

- Translating, contextualising and adapting biblical truth into the heart language of the end user
- Producing content in more than 200 languages and dialects using in-country workers
- Delivering content to a global audience in an efficient, cost effective manner
- Reaching unreached people groups
- Penetrating restricted access countries
- Training indigenous leaders
- Fostering international partner relationships
- On the ground follow-up in cooperation with the local church

GLOBAL OBJECTIVES

TWR's objective is to assist the Church worldwide through Christ-centered programming and outreach opportunities that focus on ministry initiatives encompassed in the Mission's Global Strategic Plan.

1. *Disciple believers and train indigenous leaders* - Strengthening the faith of new believers and preparing new leaders are trademarks of TWR's work. Daily programs provide training and systematic teaching to pastors and lay leaders who would not otherwise have access to them.
2. *Reach the world's oral societies* - Oral cultures around the world communicate through stories, narratives, songs and proverbs. To reach these people groups, TWR develops narratives (such as The Radio Bible) to imitate the way Jesus told His stories.
3. *Engage the world's youth and children* - Globally, there are nearly 3 billion young people under the age of 25 — over 1.8 billion of them are under the age of 15. Studies show that early exposure to Christ dramatically increases the possibility for children to experience a lifelong faith. TWR programming aims to capture the attention of this age group.
4. *Actively reach out to women who are hurting and rescue the broken hearted* - Suicide, sexual slavery, poverty and abortion are tragedies that disproportionately victimize women. TWR's programming reaches millions of women worldwide with a message of hope. Bringing the gospel through women's programming has the power to dramatically improve the circumstances of millions.
5. *Minister to the sick and needy* - Health conditions plaguing millions of the world's poor often make it difficult for them to be concerned about spiritual development. TWR develops broadcasts that address basic health and sanitation needs to reach suffering people and assist health care workers with God's message of unconditional love and forgiveness.
6. *Strategically expand the leverage technical capacity for greater ministry impact* - As the urgency of reaching the world for Christ in this generation grows, so does the need to use new technology in a timely manner. When cost-effective and appropriate, TWR seeks to expand and leverage its technical capacity for greater ministry impact.

TWR AUSTRALIA KEY OBJECTIVES

- To support and actively participate in the TWR Global Strategic Plan, both globally and locally
- To provide tangible relevance and engagement with domestic TWR markets
- To achieve significant Christian-NFP market growth in Australia and New Zealand
- To develop TWRA/NZ into a sustainable and fully operational organization for missional impact

1. POSITION PURPOSE

To establish market share and sustainable funding in support of TWR ministry both globally & in Australia.

2. POSITION SCOPE

Key to the ongoing growth of TWR Australia, the position of Marketing & Fundraising Manager will be responsible for the development and implementation of long term marketing and fundraising strategies for the sustainability of new and existing initiatives. TWR Australia seeks to strengthen its Missional capacity in terms of international support while strengthening its relevance in Australia (and New Zealand).

Working closely with the National Director, the incumbent will assist in reaching the TWRA key objectives through effective engagement of existing and new markets, harnessing of strategic partnerships and networks, successful fundraising activities and donor nurture.

3. PRIMARY OBJECTIVES

- a. Establish TWR as a Christian household name, with appropriate brand recognition and relevance
- b. Generate multiple points of engagement with TWR markets
- c. Expand the fundraising portfolio toward sustainable support of international and domestic ministry
- d. Establish and develop effective supporter partnerships
- e. Develop appropriate infrastructure to underpin all marketing and fundraising activity

4. DETAILED RESPONSIBILITIES

The Marketing and Fundraising Manager has the opportunity to assist in positioning TWR toward it's greater potential across Australia (and New Zealand) in support of its various ministry as outlined by the Global Strategic Plan and the Australian response to the broader TWR mission, enhancing both *current and long-term initiatives* through:

- a. Development and implementation of the Strategic Marketing plan
- b. Development of strategic partnerships to deliver in-kind, sponsorship and program support
- c. Generation of appropriate marketing and fundraising collateral, inclusive of newsletter & website
- d. Development of income streams inclusive of DM, grants, bequests, sponsorships and special events
- e. Generation of support base and donor engagement
- f. Appropriation of resources and support for TWR representatives, and other TWR personnel
- g. Representation at key Christian events and public speaking opportunities
- h. Recruit and manage volunteers to assist with various activities
- i. Other duties as directed

5. KEY SELECTION CRITERIA

Genuine capability to enable this position will be demonstrated through

ESSENTIAL

- Christian faith commitment and a strong personal support network of faith
- Demonstrable aptitude and skills in Fundraising and Marketing
- Excellent strategic project management skills
- Demonstrated experience in budgetary management
- Experience in managing database systems, data integrity and privacy compliance
- The ability to work and plan strategically, with flexibility to achieve long term goals
- The ability to work under minimal supervision
- Exceptional interpersonal and communication skills
- Demonstrated planning and organisational skills, with good attention to detail
- Evidence of strong IT skills across Microsoft Office programs
- Availability for occasional interstate travel

DESIRABLE

- Heart for global Missional broadcasting
- Demonstrable experience assisting organisational growth
- Working experience in the not-for-profit/ministry sector
- Sound understanding of donor nurture processes
- Demonstrable ability to apply analytical and research skills in business development
- Evidence of sound proposal, report and submission writing skills.
- Experience in e-fundraising and/or merchandising
- Current drivers licence

6. POSITION DIMENSIONS

This full-time position of Marketing & Fundraising Manager reports directly to the TWR Australia - National Director, and works in collaboration with other key roles as they are established.

While there is flexibility in terms of hours, the effectiveness of the role will require the incumbent to preferably work full time. Based in Box Hill, Melbourne the role will require some out of office hours work and interstate travel. The position is suitable for a self supporting, mission minded person seeking to make a greater contribution.

For further enquiries, please contact National Director connect@twr.org.au An application outlining skills and experience in relation to the Selection Criteria, can also be forward to the same e-address.