



## JOB DESCRIPTION

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<b>Position title:</b>	<b>Communications and Engagement Officer</b>
<b>LCA Department:</b>	<b>LCA Communications</b>
<b>Line Manager:</b>	<b>LCA Communications Manager</b>
<b>Location:</b>	<b>LCA Churchwide Office, Adelaide</b>
<b>FTE:</b>	<b>Full-time</b>

### About LCA Communications

The primary role of LCA Communications is to communicate to the wider church news and events across the church and to alert members and congregations to the services provided by the Churchwide Office's agencies and departments. LCA Communications currently oversees the church's print (including *The Lutheran*) and digital publications, online presence (websites and social media), e-communications, podcasts and videos. In the lead-up to the 2024 Convention of General Synod, LCA Communications is playing a vital role in engagement and communication for the Way Forward project.

From 2024 LCA Communications will increase its focus on active engagement with stakeholders across the church and will broaden its services.

### Purpose of the position

To support Churchwide operations and the broader mission and ministry of the LCA through effective communication across the church, particularly through active engagement with stakeholders

### Primary responsibilities

The Communications and Engagement Officer will:

- **Craft compelling content (print, digital, social, video):** Tell captivating stories that resonate with the LCA community and bring the Christian message to life across various media platforms
- **Develop engaging webinars and podcasts:** Conceptualise and create informative and interactive webinars and podcasts to connect with stakeholders and foster meaningful dialogue
- **Champion the LCA website and eNews (improve and report on data):** Drive the ongoing development and user experience of the LCA website and eNews services, analysing data to optimise content and engagement strategies
- **Support strategic communication plans and projects:** Collaborate with the Communications Manager to develop and implement effective communication plans for key projects, events, and news announcements
- **Contribute to communication policies and procedures:** Assist in shaping clear and efficient communication protocols for the LCA, ensuring consistent messaging and seamless collaboration across departments

### **Required qualifications, skills and qualities**

- **Seasoned Communications Professional:** A minimum of five + years of experience in a Communications, Journalism, or media-related role, demonstrating a proven track record of success in creating and executing impactful communication strategies
- **Engaging Communicator:** Excellent interviewing, presentation, and on-screen presence to captivate listeners and viewers
- **Active Listener and Connector:** A passion for connecting with people, actively listening to their stories, and fostering meaningful dialogue within the Lutheran community
- **Grounded in Faith:** A sound understanding of the Lutheran Church, its practices, and its culture