



Uniting Church in Australia
SYNOD OF VICTORIA AND TASMANIA

Position Description

Web Designer/ Digital Technical Coordinator

Reporting to:	Communications and Content Manager
Unit:	equipping Leadership for Mission
Location:	29 College Crescent, Parkville
Tenure:	Ongoing
Hours per week:	37.5 Fulltime
Cost centre:	EM 400
Date:	August 2019

Employee

Signature

Date

Manager

Signature

Date

Synod of Victoria and Tasmania

As part of the Uniting Church in Australia, the Synod of Victoria and Tasmania is the Council of the Church responsible for the general oversight, direction and administration of the Church's worship, witness and service in the region allotted to it. It exercises pastoral, executive, administrative and discipline responsibilities in relation to the Presbyteries within its bounds. In particular, it promotes and encourages the mission of the Church, assisting congregations and presbyteries within its bounds in their faithful participation in the mission of God.

Strategic priorities & areas of focus

Recognising the Church's diverse ministry amongst all generations, and walking together as First and Second Peoples, the Synod has adopted a number of strategic priorities. The strategic priorities of the Synod for the next 3 – 5 years are:

- (i) ministries which foster diverse gathered communities of renewal, Christian practice and renewal;
- (ii) Culturally diverse mission and ministry; and
- (iii) Mission and ministry with children, youth, their families and young adults.

These strategic priorities are to be informed by areas of focus, which are:

- 1) The identity of Jesus Christ and Christianity in a post-Christendom world;
- 2) Multi-cultural and multi-faith Australia and its relationship to its First Peoples;
- 3) Peace-making, power and powerlessness, being with and for the poor; and
- 4) Inter-faith and intercultural engagement, encounter and learning.

Along with the Vision and Mission Principles (see appendices), the strategic priorities and areas of focus will provide shape and context to the work of the Synod at this time.

equipping Leadership for Mission

equipping Leadership for Mission (eLM) is a pivotal unit in developing the capacity to undertake the mission-based activities of the Synod. It is central to supporting a coordinated focus on mission and supporting gathered communities to discern and engage in mission in their local context. It is committed to inter-connectivity across the Church to enable all aspects of the Synod's equipping Leadership for Mission Unit activities occur collaboratively and holistically.

With a theological foundation and working relationally across the life of the Synod, eLM aims to:

- Provide a range of services to support ministers and lay leaders during their time of ministry within the life of the Church.
- Serve the educative and formative needs of the Church for both lay and ordained ministry and leadership.
- Undertake activities that support, promote and assist all aspects of the Synod's life to speak deliberately to the strategic priorities and areas of focus as resolved by the Synod from time to time.
- Inform and resource congregations through the administration of the Church's grants program.
- Support justice, advocacy and research to enable well-informed and effective contextual expressions of ministry and service in the world.
- Proactively develop networks and building deep partnerships across the Synod based ministries and operations, together with all presbyteries and their congregations.
- Maintain strong engaged relationships with the presbyteries through regionally based participation and support.

eLM Characteristics

There are a number of clear characteristics that inform and guide the shaping of eLM around the four functional areas. These characteristics are applicable to the whole eLM and will be given life in functionally appropriate ways. The characteristics are provided below (in no particular order):

1. *Mission and faith* – keep conversations faith-focused and be guided by the Mission Principles and Strategic Priorities. Part of this is making sure contemporary communications and technology are used to support discipleship, our geographical distance and our gathered faith communities.
2. *Theological foundation* – the work undertaken by the unit must have strong theological foundations.
3. *Change and renewal* – the unit will be in a position to dream, discover, research and question as it seeks renewal. Ongoing listening is vital to respond to contextual needs, cultural diversity, social change and First Peoples. The unit will also reach outwards to learn how others respond to a changing world.
4. *Formation, education and leadership* – with excellent theological education already existing in Synod, the unit will build on this foundation. This will include embracing leadership development for a new world and leadership in different contexts, including rural communities, new ministries and different cultures and demographics.
5. *Relationships, connections and collaborations* – the Vision and Mission Principles call us to pursue God's mission in partnership and therefore walk and work together, building positive relationships and greater connectedness. This helps build trust and opens the opportunities for a deeper understanding of different cultures and different age groups. It assists us to continue the important relationships that exist across UCA congregations, presbyteries and institutions and to explore faith in relational ways. Relationships will also be explored wider than our church, opening us to new ways of responding and learning from the experiences of organisations vastly different from our own.
6. *Coherency* – coherency and a common message will be emphasised. The unit will work together as a coherent whole and speak with a common message as we prepare to work in fresh ways. This will include maintaining clarity of purpose for each functional area.
7. *Common wealth* – whilst wealth is often associated with money, the great gift of common wealth is to share experiences, ideas, wisdom and capacity. Today's world requires accountable practices in increasing ways and the ability to share and contribute to these for the good of all. Of course, the consideration of common wealth needs to be contextual and be mindful of the great diversity that exists within our Church.
8. *Accountability* – The unit will act with a strong sense of mutual accountability. This will include being clear about expected outcomes and delivering on promises.

These characteristics apply to all four teams including, 1. Priorities, Focus & Advocacy 2. Education & Formation for Leadership 3. Marketing, Functions & Administration, and 4. Relationships & Connections.

Web Designer/ Digital Technical Coordinator

The Marketing, Functions and Administration Team supports the Church's new strategy through a range of support services. These services include marketing, events management, content management, publication distributions, advertising/sales, functions and administration.

With an emphasis on relationships across the breadth of the Synod the team delivers strategic and analytical marketing to showcase and promote the strategy and the strategy's successful outcomes. It includes the management of events, advertising, content management, online educational tools and resources, digital branding, website support (including for congregations, by request), social media training, graphic design and video/publication production, and business administration to support eLM related committees and activities.

The team works to support several high profile offerings including, but not limited to, Pilgrim College and leadership development programs, the Crosslight publication, the function centre, social justice campaigns and initiatives to support fresh expressions of Church.

Role purpose

The role of the Web Designer/Digital Technical Coordinator will provide a range of digital services include compliance, advice content development and publication, design, site management training, social media, and technical solutions to online problems.

This role will advise, build and maintain websites for Synod operational units, presbyteries and congregations.

The role will also support the ongoing operation of all digital communications platforms including, Crosslight on line and VicTas newsfeed and offer advice on the positioning of online stories and articles.

The Web Designer/ Digital Technical Coordinator will need to develop good relationships with presbyteries and congregations and maintain current understanding of life within presbyteries and congregations to ensure web services including content, is aligned with the mission of the Church.

Key selection criteria

Qualifications and experience

This position requires the following knowledge and experience:

- Tertiary qualifications related to Web Design.
- 5 + years proven experience in a related role.
- Ability to work within the Ethos and Values of the Uniting Church.

Skills and abilities

1. **Technical skills:** Advanced skills in Word Press. Ability to build and manage WordPress websites; webserver management; experience with HTML & CSS essential, PHP & Java script experience desirable.
2. **Team work:** Cooperates and works well with others in the pursuit of team goals; collaborates and shares information; shows consideration, concern and respect for others' feelings and ideas. Accommodates and works well with the different working styles of others.

3. **Conceptual and analytical ability:** Deals with concepts and complexity comfortably. Uses analytical and conceptual skills to reason through problems. Has creative ideas and can project how these can link to innovations.
4. **Client focus:** Uses understanding of the context to ensure outcomes are achieved and issues are resolved. Listens to others. Actively seeks to meet client needs. Seeks ways to improve services. Committed to delivering high quality outcomes.
5. **Detail Focus:** Observes fine details. Identifies gaps in information. Looks for logical sequences of information. Highlights practical considerations of plans and activities.
6. **Planning and organising:** Sets clearly defined objectives and priorities and operates accordingly, reviewing and adjusting as required. Identifies processes, tasks and resources required to achieve a goal. Establishes systems and procedures to guide work and track progress.
7. **Communication skills:** Demonstrates excellent verbal and written communication skills. Confidently conveys ideas and information in a clear and interesting way. Demonstrates excellent interpersonal skills and abilities to effectively interact with a diverse range of individuals, groups and committees members.
8. **Creativity and Innovation:** Generates new ideas. Draws on a range of information sources to identify new ways of doing things. Actively influences events and promotes ideas. Translates creative ideas into workplace improvements. Reflects on experience and is open to new ways to improve practice.

Personal competencies/qualities

9. **Personal awareness:** Reflects on one's own life and can demonstrate an understanding of faith and the importance of community.
10. **Culture & diversity:** Holds comprehensive awareness of the issues related to inclusion and fairness. Understands diversity in culture (CALD), abilities, age, gender (LGBTI) and the benefits of diverse communities, including faith based gatherings and workplaces. Appreciates the importance of our First Peoples and the Church's commitment to seeking compassion and justice for all.

Other requirements

Applicants are required to obtain a Working with Children's Check, and their employment will be subject to satisfactory completion of a National Criminal History Check.

Flexibility is required in terms of working hours, with work on weekends and/or in evenings necessary from time to time. Annual leave may not be taken immediately prior to or during the Synod meeting. Travel within Victoria and Tasmania, and interstate, will be required. Applicants will require a current driver's licence.

Applicants must be willing to work within the UCA's workplace ethos and values (see below). They must support the directions outlined in the Synod's document 'Our Vision Statement, Mission Principles, Statements of Intent, Strategic Priorities and Areas of Focus'.

Key accountabilities and activities

Key Accountabilities	Key Activities
Delivering web and digital advice and services by	<p>Coordinate and generate timely, dynamic and appropriate photo and video content for the Synod's online and media sites.</p> <p>Maintain standards for online design, livery and content.</p> <p>Recommend appropriate platform and wireframe for new websites for the VicTas synod in collaboration, where appropriate, with the IT Web Services.</p> <p>Designing new websites/templates and update content as required for Synod operational units, presbyteries and congregations.</p> <p>Overseeing online/web project portfolio including the consolidation of existing websites into the new Synod website, migrating content and functionality.</p> <p>Provide oversight of the Synod's web content and online community to ensure that copyright is not breached and that inappropriate material is not present.</p> <p>Implement comprehensive and effective training in online content and site management tools.</p> <p>Provide advice on website and graphics related technical solutions to online problems.</p> <p>Develop and encourage the online community who use tools such as Facebook, Twitter and other social networking tools to communicate and discuss Church's matters.</p> <p>Work closely with the Communications Officer to create, improve and monitor all digital platforms.</p>
Developing and maintaining strong relationships by	<p>Develop and maintain effective relationships across the life of the Church, in particular presbyteries and Synod-based Operations Teams.</p> <p>Maintain a clear and current understanding of life within presbyteries and congregations to ensure wise stewardship of resources for the mission of the Church.</p>
Communicating effectively by	<p>Confidently convey ideas and information in a clear and interesting way, clearly understanding the target audience and the objectives of the communication, using audience feedback to refine communication and handling difficult and sensitive communications well.</p> <p>Writing briefs, emails and reports using clear, concise and grammatically correct language and editing written communications to ensure they contain the information necessary to achieve their purpose.</p> <p>Using multiple communication channels to tailor communication to relevant audiences.</p>
Demonstrating team work by	<p>Openly share insights and working well with other team leaders/directors, within the unit (eLM).</p>

	<p>Participate in team meetings and conversations with peers in a way that encourages collaboration, connection and light and simpler systems.</p> <p>Demonstrate enthusiasm for the strategic direction and the purpose and goals of the unit.</p> <p>Maintain effective and respectful relationships.</p> <p>Resolving any conflict that may arise through effective reconciliation methods.</p> <p>Participate in team development activities and exercises to enhance own leadership and foster a culture of team work across the unit.</p>
Managing self by	<p>Ensure clearly defined goals are established, annual operational plans are in place and that team position descriptions remain accurate.</p> <p>Maintain clarity of purpose relevant to the team's purpose and the unit as a whole.</p> <p>Prepare own work plan annually with agreed measurable outcomes.</p> <p>Demonstrate a commitment to developing self, learning new skills and gaining new insights into own effectiveness.</p>

Workplace ethos and values

As an employer, we express the ethos of Christianity to love one another, to live justly and to seek the reconciliation and renewal of all creation by respecting ourselves and all whom we serve and employ. We strive to do so by:

- being inclusive
- acting and advocating for a just society
- working for peace and justice in the world
- having an openness to the wisdom of people of other faiths and views
- implementing environmentally sustainable practices.

Our workplace is one that values:

- *justice* (welcomes people speaking for themselves and on behalf of others; hears all voices and contributions; actively removes discrimination)
- *inclusion* (actively fosters diversity and open communication; welcomes different thoughts, ideas and contributions)
- *compassion* (acknowledges and values the whole person; seeks to be responsive to people's need)
- *shared leadership* (works collaboratively; shares knowledge; uses consultative decision-making)
- *respect* (values all people, roles and contributions; creates an environment where we and our work flourish)
- *integrity* (does the right thing for the right reasons; acts ethically with appropriate accountability and transparency; aligns policy and practice; expects honesty from all staff, in their relationships with each other, their external partnerships and with society)
- *wise stewardship* (makes responsible and sustainable use of resources; ensures we have the skills to perform our jobs; provides opportunity for professional development; works collaboratively to utilise our strengths and diverse talents)
- *innovation* (generates ideas and translates them into workplace improvements; reflects on experience and is open to new ways of doing things; values continuous improvement to our work practices and systems).