

Job Description:	Marketing and Communications Coordinator
Organisation:	John Paul II Centre for Life
Type:	Part-time 6-10 hours per week
Location:	Work from home, with occasional in-person staff meetings Office Location - 21 Thames St, Mairehau, Christchurch.

About Us:

The John Paul II Centre for Life is a Catholic charity dedicated to building an authentic civilization of love and truth through prayer, education and service. We uphold the sanctity of life, the dignity of marriage, and family, fostering healing from wounds that undermine human dignity, and provide educational workshops and resources rooted in Catholic teaching.

Role Overview:

The Marketing and Communications Coordinator is responsible for digitally promoting the services and mission of the John Paul II Centre for Life. This is a part-time permanent role, which can be worked from home, starting in February 2025. The purpose of this role is to optimise and maintain our website and social media platforms and create newsletters and other promotional materials in order to build awareness of the Centre and what it can offer, increase our engagement with members of the Catholic community and assist with our educational outreach.

Key Responsibilities:

Social Media Management:

- Manage and maintain the organisation's social media platforms (e.g., Facebook and Instagram)
- Create and schedule engaging, mission-aligned content to promote events, initiatives, and campaigns and build up awareness of the John Paul II Centre
- Monitor engagement and respond to comments and messages in a timely manner

Graphic Design:

- Design posters, flyers, and other promotional materials for events and campaigns
- Ensure all designs align with the organisation's branding and values
- Ensure brand image is consistent throughout all our marketing displays

Website Maintenance:

- Keep the website up to date with current events, news, and resources
- Ensure the website remains user-friendly and visually appealing
- Research and implement Search Engine Optimisation and Google Key Words so that our services are at the top when searched for
- Implement and maintain a Chat function on our website

Newsletters:

- Prepare and send quarterly newsletters to our subscriber base
- Collaborate with the director and staff to gather content and ensure messaging aligns with our Mission

General Support:

- Assist with other marketing and communication tasks as needed.
- Attend occasional in-person staff meetings
- Report monthly to the Director with marketing goals, reviewing reach and engagement data

Qualifications and Skills:

- **Alignment with Values:** Deep understanding and support of Catholic values and the mission of the John Paul II Centre for Life
- **Experience:** Previous experience in marketing, communications, or a related field is desirable.
- **Technical Skills:** Proficiency in social media platforms, graphic design tools (e.g., Canva), and website management (e.g., WordPress).
- **Communication:** Excellent written and verbal communication skills
- **Competency:** Strong creative and analytical skills, excellent organisational skills and ability to manage multiple tasks with attention to detail
- **Flexibility:** Ability to work independently and adapt to varying workloads

How to Apply:

- To apply, please send your CV to info@jp2.org.nz before the 23rd of February.
- For more information about the John Paul II Centre for Life, visit our website at www.jp2.org.nz
- Join us in promoting the dignity and sanctity of life through impactful communication and outreach!