POSITION DESCRIPTION

Marketing Technician and Operations Coordinator

Perry Centre for Renewal

ANGLICAN DIOCESE OF MELBOURNE

Team: Shared Resourcing
Reports to: Communication and Media Manager

About Perry

We believe God is opening a new chapter for his Church across Melbourne and Geelong. We long to see more people discovering life in Jesus, churches growing in health and confidence, and new generations finding their place in God's mission. The Perry Centre for Renewal is the Diocese of Melbourne's investment in that future.

Through our For the harvest vision, we are committed to forming missional disciples, raising and releasing leaders, and renewing and planting healthy churches. Perry brings together people, experience and practical support to help churches pursue that calling. We will walk alongside churches and leaders, strengthen what is already bearing fruit, and help new possibilities take root. Children and young people are central to this work, contributing to the life and renewal of the Church today and shaping its future.

We are building a team with the faith to expect God to work, the imagination to explore new possibilities and the humility to learn together. Working across our Anglican traditions, cultures and communities, we will pray, listen, share what we learn and support churches as they take their next faithful steps.

This is an opportunity to help shape Perry from its early stages and contribute to work with lasting significance. Whether your gifts are in ministry, communication, research or practical organisation, your work will help churches and leaders grow in their capacity to serve their communities and share the good news of Jesus.

Position purpose

This role helps people discover Perry's resources, register for activities and take part in opportunities for discipleship, leadership and renewal. It combines campaign planning with the day-to-day management of email platforms, contact databases, website forms and registration systems.

Working with the Communication and Media Manager, Digital Media Specialist and Perry teams, the role coordinates campaign schedules and supports communication from initial invitation through to follow-up. It uses engagement and participation data to improve future activity and coordinates specialist technical support from external developers and diocesan IT.

Essential qualities

- Practical experience administering marketing technology, email platforms, contact databases or comparable digital systems.
- Ability to configure approved platform connections and routine automations, test them carefully, diagnose problems and recognise when specialist technical support is needed.
- Strong attention to data quality, consent, privacy and reliable record keeping.
- Confidence working with website content systems, forms, analytics and service providers.
- Ability to explain technical matters clearly, coordinate campaign plans and dependencies, and turn a team's needs into practical solutions.
- Respect for the Diocese's Christian mission and ability to work across varied church contexts.
- Relevant qualifications or equivalent professional experience; experience with WordPress, Mailchimp or comparable platforms would be useful.

Key responsibilities

Campaign planning and coordination

- Develop campaign plans from the agreed annual communication strategy, identifying audiences, how people can respond and participate, responsibilities, deadlines and measures of success.
- Maintain campaign schedules, coordinate timing across ministry teams, events and content production, and follow up agreed actions.
- Keep the Communication and Media Manager informed of progress, scheduling conflicts and resource pressures, seeking direction on changes to priorities or scope.

Communication platforms and technical support

- Manage the day-to-day configuration and use of communication platforms for email, contact records, forms, registrations and follow-up.
- Configure and test platform connections and routine automations within the role's technical expertise and agreed permissions, keeping clear records of how they work.
- Coordinate specialist support from external developers and diocesan IT for technical development, hosting, custom integrations and security.

Audience journeys and data

- Coordinate the process from initial invitation or enquiry through registration, participation and follow-up, working with ministry teams and the events team.
- Maintain accurate contact lists, audience groups and consent records in line with diocesan requirements. Improve processes to reduce repeated manual work and make records more reliable.

Websites and resource hub

- Coordinate routine systems support for the website, portal and resource hub, working with the Digital Media Specialist, the people responsible for ministry content and specialist providers.
- Manage forms, platform settings and agreed technical publishing requirements. Brief the appropriate provider or diocesan team on development and maintenance needs.

Reporting and improvement

- Produce campaign reports using measures agreed with the Communication and Media Manager, bringing together engagement, participation and follow-up information and explaining what could be improved.
- Help team members use the systems confidently, resolve routine problems and maintain practical documentation.
- Recommend improvements to campaign processes and tools, taking account of agreed needs and budgets, and use learning from each campaign to inform future planning.

Working location

This role is based in Melbourne, with time spent at the office at 209 Flinders Lane and working in parishes and other venues across Melbourne and Geelong.

Applying for this role

For more information or to apply, email positions@melbourneanglican.org.au. Please include your CV and a cover letter addressing the role requirements with your application. **Applications close: 22 November 2026**