



JOB DESCRIPTION

TITLE: Partnership & Marketing Coordinator
I REPORT TO: Campus Director
REPORTING TO ME: Volunteers
CATEGORY: Support Staff
LAST UPDATED: June, 2020

Job Summary

The Marketing & Partnership Coordinator is multi-task oriented and plans marketing and branding objectives, demonstrating a value for people and a passion to advance the Mission of RBTCZ. They are responsible for engaging potential partners, maintaining relationships with existing partners and communicating with RBTCZ partners.

Main Duties and Responsibilities

1. Marketing

- Plan marketing and branding objectives
- Oversee creation and delivery of press releases, advertisements, and other marketing materials
- Ensure brand messages are consistent
- Gather and analyze customer insight
- Engage consumers on social media
- Deepen relationships with all media to ensure the most effective messaging and positioning of the organization
- Lead all areas of content generation and production across all media platforms
- Engage other organizations within the community
- Develop and lead a marketing team that will develop and execute new concepts
- Knowledge and experience of applying various marketing concepts, techniques, & principles
- Working knowledge & experience implementing inbound marketing
- Ability to define and execute the role of marketing in Rhema Zambia
- Experience & ability to demonstrate working knowledge with several digital marketing platforms
- Ability to develop, complete and implement advertising campaigns based on a budget & goals
- Proofreading & quality control for digital marketing content
- Website content updates & cross-training of departments
- Curation of content & publishing
- Writing & generation of blogs & press releases for digital consumption
- Assist to provide information regarding RBTCZ courses
- Assist to explain the training program regarding content, purpose and fee structure
- Coordinate open days

2. Office Management

- Capture all records on inquiries and registration
- Administrate the enrolment process for students

- Administrate data for enrolment, registration and statistics/records
- Administrate data for graduates, RAAZ registration and statistics/records
- Research and gather data/information for reports and other projects
- Research and create spreadsheets on vendor prices
- Maintain RBTCZ calendars
 - ◆ Year Calendar
 - ◆ Term calendar
- Assist to facilitate co-ordination with MLFC
- Perform other clerical duties as needed, such as typing, formatting, filing, photocopying, and collating
- Assist with all Database- Scheduling courses and posting tardies.
- Assist with procurement of RBTCZ requirements
- Assist with leadership during student outings, practical exercises, and prospective student interviews
- Delegate and supervise the work of volunteers

3. Partnerships

- Coordinate the successful running of a vibrant Rhema Zambia Partnership Team
- Create and maintain partner accounts, records, and facilitate correspondence between partners and Rhema Zambia
- Coordinate and facilitate periodic partners' connection for vision casting
- Participate in and attend networking events, meetings and conferences to promote Rhema Zambia
- Be a Rhema Zambia Brand ambassador
- Ensure accurate and complete partner database records; capture contact, biographical and career information of partners via surveys, alumni directory, correspondence, website, special programs, etc. and ensure the same is passed on to the partner service database administrator
- Coordinate and facilitate reconnection with people who have shown interest in being partners but are inactive in their partners support or haven't initiated the process at all
- Coordinate and hold prayers for all partners, their families, endeavors, and finances
- Coordinate the administration of love gifts to partners to encourage them in their partnership
- Educate graduating students about the benefit of partnership with Rhema Zambia
- Recruit, place, retain and support Rhema Zambia Partner Connect, Care and Communication Team volunteers
- Prepare and submit Partnership monthly, quarterly and yearly reports relating to partner activities
- Develop Partnership Strategic Plan and Budget
- Other responsibilities and duties which are commensurate with the post

4. Practical Ministry

- Provide leadership during student outreach and practical ministry.
- Answer questions about RBTCZ, give directions, communicate the current schedule, relate the content of the information brochure and answer questions accordingly, etc.
- Serve as an ambassador in promoting RBTCZ through church visitation and other Christian events

5. Perform all other duties assigned by the Senior Staff of RBTCZ

6. Be loyal to the Directors, the Management Team, and RBTCZ vision, mission, and values

7. Help support and fulfill the mission, vision and core values of RBTCZ

8. Adhere to the RBTCZ/MLFC Staff Handbook and Statement of Ethics

9. Education and Experience

- Grade 12 with 5 credits, including English and Mathematics
- Degree or Diploma in Business Administration or related discipline.
- RBTC Diploma as an added advantage.
- 2 Years' Experience in a Marketing or Relationship Management position
- Good writing skills

10. Personal Attributes

- Ministry Minded
- Compassionate
- Patient
- Good Listener
- Self-Starter
- Self-Motivated
- Honest
- Attention to detail
- Must maintain a vibrant, passionate and growing relationship with Jesus Christ