

Job Description

Position:	Chief Executive Officer
Employer:	Seventh-day Adventist Church (SPD) Ltd
Department:	Adventist Media Network
Location:	150 Fox Valley Rd, Wahroonga
Last Revised:	18th April 2008

NB: Due to the wide variety of possible backgrounds of those applying, this Job Description may vary because of the particular skill set of applicants.

The Adventist Media Network is established to provide an organizational structure to facilitate an integrated strategy and a cooperative effort in producing church media in its various forms. The units within this network include Adventist Media Centre, Signs Publishing Company and the Communication and Public Relations Department of the South Pacific Division of the Seventh-day Adventist Church. This network is established by the South Pacific Division of the Seventh-day Adventist Church which is the administrative headquarters for Australia, New Zealand and most of the South Pacific island nations. The focus of this office as a Christian organisation is the spreading of the gospel of Jesus Christ and service to the community.

Position Summary:

The Role of the Chief Executive Officer of Adventist Media Network is to:

1. Manage and coordinate the strategic direction of the Adventist Media Network in harmony with the work of the Media Network Planning Committee.
2. Strategise, formulate and coordinate media and crisis communication strategies for the Seventh-day Adventist Church in the South Pacific, in consultation with the Network leaders.
3. Serve as adviser to and spokesperson for the Adventist Church in the South Pacific on all matters of communication and media.
4. Coordinate Communication and Public Relations service to SPD departments and services.
5. Serve as the Communication Director for the Seventh-day Adventist Church in Australia and advisor to the other Communication and Public Relations directors in New Zealand, Papua New Guinea and Trans-Pacific unions/missions. (*NB: This may change depending on skill set of applicants*)

Qualifications required:

1. Must be a practising Seventh-day Adventist with a strong commitment to the church and its mission. This would incorporate an active relationship with Jesus Christ characterised by a deep desire for worship and service to God.
2. Have strong leadership and management skills.
3. Relevant tertiary qualifications in leadership and management and have at least five years of appropriate management experience.

4. Have a comprehensive working knowledge of the church and its operations throughout the South Pacific.
5. Have a working knowledge of church related media and communication needs.
6. Have knowledge and experience of communication issues and appropriate associated technology.
7. Have the ability to manage and coordinate strategic direction across a number of units.

Core Competencies:

1. Ability to handle media inquiries and crisis situations with dignity, control, accuracy and openness.
2. Understanding and knowledge of media, communication, principles of marketing and Public Relations.
3. Highly effective communicator with particular skills in:
 - Strategic planning
 - Development and training
4. Good understanding of electronic and print media industries.

Specific Responsibilities:

Key and Strategic

1. Manage and direct the strategic direction of the Network.
2. Regularly consult with general managers, director of ministries, chief editor and marketing director in order to build synergies amount the units making up the Network.
3. Establish current and long range goals, objectives, plans and policies, subject to approval by the Board of Directors.
4. Recommend initiatives to the Planning Committee and Adventist Media Network Committee.
5. Coordinate the implementation of the media strategy for the Seventh-day Adventist Church in the South Pacific, focusing on all aspects of media specifically in Australia and New Zealand.
6. Strategically evaluate programs of the organization from public opinion and corporate sensitive standpoint, and assess the potential of using mass media to achieve clearly stated communication objectives.
7. Dispense advice, guidance, direction, and authorization to carry out major plans, standards and procedures, consistent with established policies and AMN Committee approval.
8. Work with the AMN CFO to ensure the adequacy and soundness of the organisation's financial structure.
9. Review operating results of the organisation with the AMN CFO, compare them to established objectives, and take steps, or make recommendations to the AMN Committee, to ensure that appropriate measures are taken to correct unsatisfactory results.
10. Establish and maintain an effective system of communications throughout the organisation.
11. Represent the institution to major customers, Church Members, Executive Committee Members, Company Board - SDAC (SPD) Ltd, and the public.

Communication

12. Develop, communicate and manage the branding strategy for the Seventh-day Adventist Church in the South Pacific.
13. Serve as advisor to church management about crisis and issues management, and act as a spokesperson for the Seventh-day Adventist church and its operations in the South Pacific.
14. Oversee Communication and Public Relations for the Seventh-day Adventist Church and its operations in Australia.
15. Mentor, train and support Communication and PR personnel in other Seventh-day Adventist Church administrative offices within the South Pacific region.
16. Coordination and presentation of Communication and PR seminars and workshops.
17. Work with each union towards the election or appointment of skilled communication directors, and for such people to be mentored and trained to fulfil their role adequately and efficiently.
18. Be a member of the Bachelor of Arts External Advisory for the Communication degree at Avondale College, a tertiary education institution in NSW, Australia (see committee membership below for a complete list of committees and boards).(Optional)
19. Any additional responsibilities as assigned by the President of the Seventh-day Adventist Church in the South Pacific, Division Executive Committee or by the worldwide Adventist Church headquarters (General Conference).

Governance

20. Brief the AMN Chair and Liaison Officer regularly on AMN performance, activities and plans.
21. In consultation with the Chief Financial Officer, see that budgets are adequately prepared and managed.

Personnel

22. Ensure all staff work individually and collaboratively to produce planned Outcomes.
23. Encourage and mentor professional development of subordinate staff in personal career.
24. Conduct regular performance assessment of Directors and other relevant staff against agreed outcomes and responsibilities.
25. Open door policy to all staff.

Committee Membership:

1. Division Executive Committee
2. Communication and Network Planning Committee (Secretary)
3. Adventist Media Network Management Committee.
4. Adventist Media Network Committee
5. Media Ministries Committee
6. Ministry Support Services Committee
7. SPD Strategic Planning Committee
8. Serve on other committees as appointed by the Division Executive Committee.

Key Performance Indicators

1. Successfully operates within and maintains communication operation budget set by Adventist Media Network Committee.

2. Prepares agendas and supporting documentation and circulates to AMN Committee members at least one week prior to meeting.
3. Sees that Management Committees are held within a six-week period.
4. Consistently reflects the mission and values of the Church.
5. Competently meets the specifications of the job description.
6. Actively nurtures and supports person who report directly to him/her.
7. Effectively manages the administrative functions of this position.
8. Consistently achieves very positive performance appraisal results.
9. Responds positively to feedback.
10. Provides a clear direction and focus for the Church and its mission in the South Pacific and the Media Network.
11. Provides appropriate levels of support and motivation to conference and mission communication leaders.
12. All units within the Media Network working together to meet common strategic directions.

Terms and Conditions:

The terms and conditions shall be read in conjunction with the South Pacific Division Working Policy and Office Manual as amended from time to time.

Term:

For the quinquennium period or up until the end of the current quinquennium period if appointed during the period.

Appointed by:

The South Pacific Division Executive Committee

Responsible to:

The South Pacific Division President and the Adventist Media Network Committee.

Employees responsible to this position:

AMN Chief Financial Officer and General Manager—Signs Publishing Company

Public Relations Director

Director of Marketing

Chief Editor

AMN IT Manager

Video Production Manager

Authority Level is:

Administration

Remuneration:

As per the South Pacific Division Wages Schedule for Business and Professional Specialists (Australia)

Personal Commitment:

Being employed by the Seventh-day Adventist Church requires personal commitment to its mission and lifestyle. The holder of this position will reflect in their personal and

professional life the church's Christian values, as referred to in the SPD Working Policy Book and the AMN Handbook.

Confirmation:

Name of the appointed person: _____

Signature of the appointed person: _____

Date of signing: _____

Signature of witness (SPD Administrative officer): _____

Signature of Director of Human Resources: _____