

CCCNZ EVENTS AND PROMOTIONS MANAGER POSITION DESCRIPTION

Title: CCCNZ EVENTS AND PROMOTIONS MANAGER

FULL-TIME: 40 hours per week

Responsible to: CCCNZ Operations Manager

Based in: Palmerston North

Primary Purpose: **Our Vision** To see CCCNZ/OBH churches working together (with the regional campsites and national ministries that support them) to point people to Jesus, through the gospel from the scriptures.

Our Mission: We invite local churches to work together regionally to disciple and grow leaders, who serve, replenish and plant churches.

Purpose of the Role

Fully manage all CCCNZ events as well as work alongside other key areas to implement promotions and communication strategies to support the wider team.

EVENTS:

This includes national, regional, online, retreat, and team events that allow us to interact with the wider movement of churches (and the ministries and camps that support them).

- Working with key members of staff to define plan and format for each event.
- Creating and implementing a detailed work plan reflecting all requirements (using a tool such as the current checklists which the event lead can access, edit, and add to).
- Direct the process of identifying, securing, and managing the speaker(s) for the event.
- Develop content for delegate packs and papers.
- Work with the team on event branding.
- Lead the team in developing and implementing a campaign to promote the event.
- Capturing data from event attendees and updating information on the CCCNZ database.
- Gathering feedback, reviewing, and evaluating events (including data entry, analysis, and producing reports for event stakeholders).

PROMOTIONS:

Develop and implement promotional strategies and feedback processes to support the wider team to meet our overall organisational strategy.

Website

- Update and manage events on the CCCNZ website so they represent who we are as a movement of churches.
- Determine website and social media effectiveness by using appropriate metrics.
- Develop and implement promotional strategies to improve the metrics for the key areas identified.
- Create and maintain appropriate promotional material.

Social Media

- Work alongside the Communications Manager to develop the Social Media Strategy to grow our engagement as well as group member and newsletter subscribers.
- Implement promotional strategies on social media to grow subscriber count across all our digital channels.

Database / CRM

- Develop a strategy to grow the number of contacts on our database following engagement through our digital channels.
- Implementing strategies to improve the quality of contact information available for use in promotions and communications.
- Ensure events and promotions-related fields are adequately maintained in the CRM to result in the effectiveness of our activities.

Graphics and Video

- Work alongside the Communications Manager to source and prepare photo and video content for use on social media, in newsletters and informational and promotional material.
- Weekly reviewing and updating the website, Facebook, and applicable channels to ensure events and promotional material remains relevant and up to date.

RESPONSIBILITIES AS CCCNZ STAFF MEMBER

- As an actively contributing member of the CCCNZ Staff Team, prioritise the two Staff Conferences per year.
- Prioritise attending National and Regional CCCNZ events.

- Carry out the role in accordance with the practices, ethos, vision, values and theological character outlined in the 2025 CCCNZ Culture Document.
- Adhere to the CCCNZ professional work expectations.

All applications will be processed as they come in. All applicants must have the legal right to work in New Zealand. For further information or to apply, please contact the Operations Manager, JC Marais jcmarais@cccnz.nz