## POSITION DESCRIPTION

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### Catholic Education Office, Diocese of Ballarat

**POSITION TITLE: Marketing and Communications Officer**

**REMUNERATION SCALE:** Level 3 Catholic Education Administration Employee range $71,975 to $77,160

**REPORTS TO: Director Catholic Education**

**FULL TIME EQUIVALENT: 1.0**

**CLASSIFICATION:** Ongoing

**LOCATION: Ballarat**

**AUTHORISED BY: Director of Catholic Education**

**DATE: August 2019**

**Primary Objective**

The Marketing and Communications Officer provides support and advice to Catholic Education Office Ballarat (CEOB) employees and schools in the Ballarat Diocese. This role ensures that any CEOB publications celebrate Catholic education and reflect the CEOB style guide.

**Accountability**

The Marketing and Communications Officer is accountable to the Director of Catholic Education.

**Delegations**

The Board of the Diocese of Ballarat Catholic Education Limited (DOBCEL) develops diocesan education policy and recommends it for ratification by the Bishop of Ballarat.

The DOBCEL Board delegates to the Director of Catholic Education the leadership, oversight and management of DOBCEL schools and the Catholic Education Office, the appointment, supervision and performance management of Principals of DOBCEL schools and CEOB staff.

The DOBCEL Board ratifies the appointment of Principals for DOBCEL Schools on the recommendation of the Director of Catholic Education and the local panel, in accord with the DOBCEL Principal Selection and Appointment Policy and Procedures.

The Director of Catholic Education delegates the leadership and administration of the school to the Principal in accordance with the DOBCEL Delegations Procedures.

**Job Environment**

The position is responsible to lead and implement the Marketing and Communications Plans for CEOB; and to manage the production of CEOB publications.

**Key Responsibilities on commencement**

1. Support the ethos, values and mission of Catholic education
2. In liaison with the Director, lead and implement the CEOB Marketing and Communications Plan, including:
	1. promoting Catholic Education in the Diocese of Ballarat in ways that align with the ethos and vision of our education community
	2. partnering with schools/clusters in Catholic Education Week promotion
	3. advising schools on promotion and communication matters
	4. CEOB branding and marketing initiatives
	5. maintaining and promoting a suitable style guide across CEOB
	6. ensuring appropriate management of CEOB’s social media profile
3. Manage the production and maintain the currency of CEOB publications in line with the CEOB Style Guide, including:
	1. CEOB web site and associated documents
	2. Media releases and news items for CEOB publications
	3. CEOB publications and resources
	4. Digital media resources developed by CEOB
4. Assist the System Leadership Team in the development of a consistent “voice” across its communication platforms.

It is not the intention of this position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position.

The accountabilities described within may be altered in accordance with the changing requirements of the role.

**Key Relationships**

* CEOB Team Leaders
* Member of the CEOB Directorate Team
* Diocesan Principals’ Networks
* Diocese of Ballarat School Marketing and Promotions/Development Officers
* Marketing companies across the Diocese
* DOBCEL Family and Community Engagement Standing Committee
* DOBCEL Reference Groups

**Essential Skills**

* Demonstrated, recent experience as it relates to this position
* High level written and verbal communications – writing/editing/proof reading
* Graphic Design (in Design)
* Understanding of social media as a marketing tool
* Ability to work independently and in partnership with others