

Role Description



POSITION TITLE:	Marketing and Communications Officer
TEAM LEADER:	Executive Director of Catholic Education
DATE:	December 2021

Organisational Tradition and Context

Diocese of Ballarat Catholic Education Limited (DOBCEL) is a company limited by guarantee, created to govern 58 schools located across Western Victoria. DOBCEL and its administrative arm, Catholic Education Ballarat (CEB) work together to support the leadership of all Catholic Primary and Secondary schools, to promote Catholic identity, to deliver quality learning, provide effective stewardship and nurture respectful and trusting relationships with the community.

The Executive Director of Catholic Education Ballarat acts with a delegation from the Bishop of Ballarat to organise, administer, support and service all matters related to DOBCEL Schools and Catholic Education Ballarat.

Our Vision

As partners in Catholic education and open to God's presence, we pursue fullness of life for all.

Our Mission

We journey towards this vision through:

- proclaiming and witnessing the Good News of Jesus Christ;
- ensuring quality learning that promotes excellence and fosters the authentic human development of all;
- living justly in the world, in relationship with each other and in harmony with God's creation;
- exploring, deepening and expressing our Catholic identity in diverse ways;
- enabling each one of us to reflect more fully in the image of God.

Role Purpose

Reporting directly to the Executive Director of Catholic Education Ballarat, this role leads and implements the Marketing and Communications Plan for CEB, provides support and advice to staff and schools in the Ballarat Diocese, and ensures all marketing and communication celebrates and reflects the values of Catholic education in a consistent manner.

Key Responsibilities

It is not the intention of this role description to limit the scope or accountabilities of the position but to highlight the most important aspects. The accountabilities described may be periodically altered in accordance with changing organisational needs.

This role will:

1. Develop and implement the Marketing and Communication Plan by:
 - promoting Catholic education to ensure alignment with the ethos and vision of our education community;
 - partnering with schools/clusters for various promotions, such as Catholic Education Week;
 - advising schools on promotion and communication matters, and providing support with media enquiries on occasion;

- creating branding and marketing initiatives, such as media training and social media workshops, and brand management;
 - brand management, including creating, maintaining and promoting a style guide across CEB;
 - developing CEB’s social media profile, and ensuring appropriate management all platforms, including Facebook, YouTube and LinkedIn accounts;
 - creating and maintaining a social media policy.
2. Manage the production and maintain the currency of DOBCEL and CEB publications and online presence to ensure consistency with the style guide, including:
- DOBCEL website and associated content/documentation;
 - DOBCEL and CEB publications and resources, including COVID-19 updates;
 - media releases and news items for publications;
 - DOBCEL and CEB digital media resources;
 - maintaining the currency of the organisation chart and CEB directory;
 - maintaining intranet school directory;
 - managing new staff photographs to be uploaded to website and ELMO;
 - post-production of meeting recordings for circulation;
 - overseeing video development and content for recruitment, as required;
 - managing distribution lists, drive access etc for new and departing staff.
3. Support the leadership team in the development of a consistent ‘voice’ across all communication platforms, by:
- being the first responder to all media enquiries;
 - maintaining currency in the communication space, particularly via media platforms;
 - being a member of the emergency management team.

Skills, Capabilities and Key Selection Criteria

To be successful in this role the employee needs to have the following skills and capabilities:

- demonstrated, recent experience as it relates to this position;
- high level written and verbal communications – writing/editing/proof reading;
- desktop publishing skills are essential (InDesign and Publisher or equivalent), intermediate graphic design skills highly desirable (Photoshop);
- experience with newsletter platforms and website content management systems;
- understanding of social media as a marketing tool;
- ability to work independently and in partnership with others.

Essential Requirements

The following are requirements for this position:

- a commitment to work within and align to the DOBCEL Vision and Mission;
- marketing/communications qualifications;
- current Victorian or National Police Check;
- current Working with Children Check (if not VIT registered);
- current Victorian Driver’s Licence.

Responsibilities of all Catholic Education Ballarat Employees

Safeguarding of Children and Young People

All DOBCEL employees must:

- conduct themselves in accordance with the DOBCEL Safeguarding Children and Young People Code of Conduct and the CECV Commitment to Child Safety;
- take all appropriate action to reasonably protect children and young people, including being aware of all mandatory reporting obligations.

Health and Safety

DOBCEL is committed to providing a work environment that is safe and free of risks to health.

To achieve this all employees must:

- take reasonable care for their own health and safety and the safety of others;
- provide all relevant information regarding any medical condition that may require Emergency Services to be called; or that could impact on their ability to perform their duties;
- not 'intentionally or recklessly interfere with or misuse' anything provided at the workplace;
- report all hazards and incidents as required.

Partnering and Communication

All employees have a responsibility to demonstrate positive and effective communication.

To achieve this all employees must:

- promote a culture of partnering and collaboration;
- ensure appropriate and professional language is demonstrated in every interaction;
- provide timely support to maintain teamwork;
- maintain effective and professional relationships with all internal and external stakeholders.

Performance and Professional Development

All employees have a responsibility to undertake continuous professional development.

To achieve this all employees must:

- participate in regular team meetings as required;
- develop individual action and development plans, aligned to organisational and role priorities;
- participate in performance review processes as required;
- complete all mandatory training required as an employee of DOBCEL;
- comply with all expected professional expectations and codes of conduct as outlined by DOBCEL or the relevant regulatory and professional body;
- continuously update knowledge appropriate to the role.

Policy

- All employees are expected to comply with and demonstrate a positive commitment toward upholding all DOBCEL policies, procedures, and work instructions.