



## Role Description

POSITION TITLE:	Marketing and Communications Manager
TEAM LEADER:	Executive Director of Catholic Education
TEAM:	Office of the Director
CLASSIFICATION:	DP Category A 2-1
DATE:	November 2024

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### Organisational Tradition and Context

Diocese of Ballarat Catholic Education Limited (DOBCEL) is the governing authority for 58 DOBCEL Primary and Secondary schools and provides support to a further 6 Diocesan Secondary Colleges across Western Victoria from the Murray to the sea.

At the heart of Catholic Education in the Diocese of Ballarat, our focus is on educating the whole person and the fullness of life for all. All positions at DOBCEL have the opportunity for a meaningful career, contributing positively to school communities and the lives of our future generations.

Catholic Education Ballarat is committed to the safety, wellbeing and protection of all children and young people in its care.

DOBCEL is an equal-opportunity employer. We value a diverse and inclusive workplace representative of the wider communities in which we operate.

### 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 to the Executive Director of Catholic Education Ballarat, this role provides specialist advice and support to the Executive Director and Directorate Team. The role will lead a small team to implement and improve DOBCEL's Marketing and Communications Strategies and provide support and advice to staff and schools in the Ballarat Diocese to promote the Catholic education brand and build a wider understanding of the values and strengths of our schools.

## 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.

The key responsibilities of the role are:-

**1. Advise and support the Executive Director and Directorate team in the development of a consistent 'voice' across all communication platforms by:**

- Providing specialist advice and support to the Executive Director and Directorate team, as required, including the development of proactive media releases, media responses, speech writing, and production of communication support materials;
- being the central contact point for media enquiries and managing these in partnership with the Executive Director or their delegate;
- Developing a content calendar for external communications across all touchpoints and developing communications plans for key projects or activities;
- Drafting media releases, announcements and content for industry publications, including identifying new ways to communicate with key stakeholders;
- Being a member of the emergency management team as the communication lead.

**2. Implement and enhance the Marketing and Communication Strategy by:**

- Coordinating the development and execution of marketing and communication plans;
- Promoting Catholic education in alignment with the ethos and vision of our education community and to enhance the perceptions and experience of stakeholders and communities;
- Managing the production of marketing and communication content, which optimises DOBCEL's brand presence and messaging across a variety of channels, including traditional media, digital/social platforms, publications and events;
- Promoting key vendor partnerships and organising PR opportunities, events, promotions and functions;
- Developing and executing promotional and enrolment generation campaigns;
- Developing and maintaining metrics to enable reporting and analysis across all marketing platforms;
- Driving stakeholder engagement and supporting key personnel in developing and enhancing these relationships;
- Monitoring the media to identify and share the external news, events, and political, policy and industry trends that may affect the organisation;
- Partnering with schools/clusters for various promotions, such as Catholic Education Week;
- Supporting schools on promotion, media and communication matters and the sharing of best practices, including as a member of the DOBCEL Enrolment Maximisation Committee;
- Coordinating branding and marketing initiatives, media training and social media workshops to help lift standards across the diocese;
- Brand management, including improving, maintaining, and promoting a style guide across CEB;
- Creating and maintaining a social media policy.

**3. Oversee the production of DOBCEL and CEB publications and online presence to drive optimal engagement and ensure brand presentation consistency with messaging and style guide, including:**

- DOBCEL website and associated content/documentation;
- DOBCEL and CEB publications and resources;
- Media releases and news items for publications;
- DOBCEL and CEB digital media assets;
- Currency of the organisation chart and CEB directory; Intranet school directory;

- New staff photographs
- Post-production of meeting recordings for circulation; Overseeing video development and content for recruitment;
- Distribution lists, drive access, etc., for new and departing staff.

**4. Lead the Marketing and Communications team by:**

- Providing management oversight of a small team (currently one), including the development of a teamwork plan and appropriate accountabilities;
- Ensuring professional growth and development of team members;
- Contributing to the work of the DOBCEL Strategic Plan and the Leadership Team;
- Being a member of Board Consultative Committee/s as required.

### **Skills, Capabilities and Key Selection Criteria**

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

- Demonstrated experience in a similar Marketing and Communications role;
- Excellent writing and proof-reading skills, and a demonstrated ability to produce compelling 'on message' content, stories, and articles for a broad range of audiences and channels;
- Demonstrated knowledge of media operations and experience in dealing with social, electronic, and print media to drive enhanced reputation
- Ability to work through ambiguity and deliver the desired quality assets on time and budget;
- Strong attention to detail and excellent organisational skills to manage multiple priorities;
- Ability to develop and maintain strong working relationships with a diverse group of people, stakeholders/partners.

### **Essential Requirements**

The following are the requirements for this position:

- Post-secondary degree/diploma in marketing or related discipline and relevant experience;
- Commitment to work within and align to the DOBCEL Vision and Mission;
- 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.