



Role Description

POSITION TITLE:	Marketing and Communications Officer
TEAM LEADER:	Marketing and Communications Manager
TEAM:	Marketing and Communications
CLASSIFICATION:	CEO Administration Level 2
DATE:	July 2024

Organisational Tradition and Context

Diocese of Ballarat Catholic Education Limited (DOBCEL) is the governing authority for 57 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 is our focus on educating the whole person and the fullness of life for all. All positions at DOBCEL provide the opportunity for a meaningful career, contributing positively to school communities and the lives of 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 the image of God.

Role Purpose

Reporting to the Marketing and Communications Manager, the role holder will work to advance and promote Catholic Education Ballarat and the system of schools it oversees to a variety of internal and external audiences.

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:

- Support the manager in planning and delivery of a wide variety of strategic projects, campaigns and events.
- Co-ordinate production and distribution of weekly digital newsletters and special EDM publications.
- Co-ordinate and maintain currency of organisational directories and publications.
- Maintain currency and enhance appeal of DOBCEL website.
- Source and develop engaging ‘on message’ content for web and social media platforms, including video, photography, reels etc.
- Curate the shared inbox of the Marketing and Communications Team, including email and folder organisation, calendar administration and contact information.
- Support staff with formatting/presentation of documents based on relevant style guide and desired outcomes.
- Support media engagement and messaging materials development, as required.
- Coordinate development of promotional materials for senior staff recruitment drives, as required.
- Other duties as directed by the Marketing and Communications Manager.

Skills and Capabilities

To be successful in this role the employee will demonstrate the following skills and capabilities:

- Strong written and verbal communication skills.
- Experience with digital newsletter platforms and website content management systems.
- Experience with video/audio editing software methodology would be desirable but not essential.
- An understanding of and high-level ability to utilise social media as a marketing tool.
- Strong IT, administration and organisational skills.
- Strong interpersonal and stakeholder management skills.
- Ability to work both collaboratively and operate independently to execute tasks.

Essential Requirements

The following are requirements for this position:

- Appropriate tertiary qualification in marketing, communications or a relevant discipline.
- A commitment to work within and align to the DOBCEL Vision and Mission.
- Victorian or National Police Check or be prepared to undergo this check.
- Employee Working with Children Check (if not VIT registered) or be prepared to undergo this check.
- 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.