



SCHEDULE A

Position Title	Marketing Specialist
Service Area	Communications & Engagement
Directorate	Communications & Engagement
Reports to	Head or delegate
Classification	Specialist Coordinator
Last Updated	June 2023

ROLE PURPOSE

As part of the mission of the Catholic Church in the Diocese of Parramatta, the Marketing Specialist is accountable for providing a range of high quality and effective marketing and communications services for schools and the office.

KEY ACCOUNTABILITIES

FUNCTION SPECIFIC ACCOUNTABILITIES

The Marketing Specialist is accountable for:

- Providing strategic marketing advice to build and implement marketing communications and campaigns in line with business needs, including in regard to digital marketing, SEO and website
- Collaborating with stakeholders to coordinate the implementation of multi channel advertising campaigns
- Evaluating and analysing data to ensure the effectiveness and optimisation of marketing communications activities and projects including suggesting and implementing improvements
- Writing copy for and proofing promotional materials, advertising, campaigns and websites
- Coordinating and executing social media and email marketing campaigns, including email creation, managing contact databases and overseeing approval and engagement processes
- Providing support to the Marketing Manager.

LEVEL SPECIFIC ACCOUNTABILITIES

Catholic Ethos

- Be supportive of the ethos of the Catholic Church
- Participate in staff liturgical and formation opportunities

Team Contribution

- Understand and contribute to the delivery and continuous improvement of relevant strategic initiatives and operational plans
- Engage in continuous learning and contribute positively to a collaborative and respectful working environment aligned with the culture and values of CSPD

Risk and Compliance

- Contribute and adhere to policies and processes within CSPD
- Identify and report risks and where possible propose appropriate mitigation strategies

REQUIRED STANDARDS

The standards and expected level of proficiency are integral to the role and will be used as the basis for assessment of suitability and performance.

Standards Framework			
Standard Group		Standard Name	Expected Level of Proficiency
Behavioural	Individual	Self-Development / Continuous Learning	S
		Adaptability	S
	Interpersonal	Collaboration and Communication	S
		Responsibility and Ownership	S
	Analytical	Planning, Organising and Problem Solving	A
Leadership	Leadership	Delegation	N/A
		People Development	P
		Leading a Team	N/A
		Understanding the Organisation's Mission	S
		Strategic Positioning	S
Technical/Functional	Technical/Functional	Attention to Detail	A
		Knowledge & Application of Policies, Procedures and Processes	S
		Knowledge & Application of Industry, Emerging Trends and Good Practice	A

Key: P = Proficient, S = Skilled, A = Advanced, E = Expert

TYPICAL EXPERIENCE AND QUALIFICATIONS

- Tertiary qualifications in the relevant area of study
- Appropriate demonstrated experience

Catholic Schools Parramatta Diocese (**CSPD**) is a modern working environment that requires the agility of staff to respond to a changing educational context and the needs of our communities. CSPD may amend the duties and responsibilities of staff in accordance with changing circumstances and business needs.

CSPD is a child safe organisation, and is committed to providing child safe communities that recognise and uphold the dignity and rights of all children and young people.