



Media and Communications Officer
Application Package

Take the next step in your
professional journey
with Catholic education

Applications close Monday 21 October 2024 at 11:00am.

Role Description

Role title:	Media and Communications Officer
Classification:	Business Services, Level 4
Is responsible to:	Marketing and Communications Manager
Key relationships:	TCEO/CET staff, Archdiocese of Hobart staff, CET community, suppliers, consultants, relevant agencies

Role Accountability

The Media and Communications Officer is accountable for the implementation of strategies to deliver positive stakeholder engagement and protect and enhance the reputation of Catholic Education Tasmania. The Media and Communications Officer exercises substantial responsibility to ensure communications are integrated across the organisation with a focus on achieving strategic and business objectives.

The Media and Communications Officer works with broad direction, referencing theoretical principles and policies to work assignments, providing strategic and specialist advice in area of responsibility to improve effectiveness and performance, and using discretion, judgement and initiative in performance of role.

Within the role, the Media and Communications Officer supports the Catholic Identity and Evangelising Mission and works collaboratively with other staff and members of the CET community to assist students to achieve enhanced learning outcomes.

The Media and Communications Officer is responsible to the Marketing and Communications Manager.

Organisational Requirements

As an employee in Catholic Education Tasmania

- You must uphold Catholic belief and practice in all the Employee's professional activities and refrain from expressing public opinions or engaging in public activity that, in the reasonable opinion of the Employer, would bring the Employer into disrepute.
- You must be familiar with, have an understanding of and uphold the implementation of the Archbishop's Charter for Catholic Schools.

Key Result Areas

- Develop relationships with services teams and schools to identify content and publicity opportunities.
- Develop written content for use across a variety of platforms including newsletters, intranets, websites, and social media.
- Write and coordinate the distribution of information including media releases, articles, editorials, and relevant briefing materials.
- Coordinate internal and external communications for service teams to support effective delivery and understanding of programs and activities for stakeholders and community members.
- Monitor and report on media coverage including regular collation and distribution of news clips.
- Develop and maintain a comprehensive community stakeholder database relevant to CET and individual projects.
- Provide a consistent point of contact for stakeholders and respond to media and community queries.
- Support the Marketing and Communications Manager and other assigned senior staff for the purpose of assisting with their functions and responsibilities.

Personal Capabilities

- Exceptional writing, editing and proof-reading skills with the ability to write high quality and engaging content for print and online channels.
- Ability to adapt style and tone according to audiences and communication channels.
- Strong interpersonal skills and the ability to build rapport with a broad range of internal and external stakeholders.
- Experience developing and implementing integrated internal and external communications plans.
- Strong project experience and time management skills.
- Outstanding verbal and written communication skills, including excellent use of correct spelling and English grammar.
- Ability to analyse, review, and report on the effectiveness of content and audience sentiment.
- Proficient with office equipment and technology ,and use of Microsoft Office and Google suite applications.
- Able to work independently with broad direction.
- Highly effective administrative and decision-making skills that demonstrate clarity, competence, and a collaborative approach.
- Demonstrated professional integrity.
- Able to work collegially in a team environment.
- Able to apply high-level communication skills, both verbally and in writing to a wide range of people.
- Excellent time management and organisational abilities.
- Demonstrated accuracy and attention to detail.
- Reliable and dependable.
- Demonstrated openness and ability to adapt to and coordinate change.
- Able to use initiative to anticipate and create practical solutions to problems.
- Able to maintain integrity and confidentiality when dealing with sensitive information and matters.
- Able to undertake research and data analysis.
- Able to identify and handle conflict sensibly, fairly, and efficiently.

Evidentiary Requirements

Essential

- Certificate IV in Marketing/Public Relations/Media/Communications or equivalent.
- Valid Working with Vulnerable People Registration.
- Current and satisfactory National Police Criminal History Check (NPCHC).
- Current Tasmanian vehicle driver licence.

Desirable

- Diploma in Public Relations/Media/Communications or equivalent.
- Practical knowledge of Adobe Creative Suite.
- Current first aid qualification.

Environmental Conditions and Physical Demands

The Media and Communications Officer role is located in a busy, open area office and is subject to constant interruptions and frequent communications with others whilst undertaking tasks that require attention to detail and high levels of accuracy. The Media and Communications Officer uses a variety of information and communication technology, office equipment and resources. The role will involve frequent sitting and standing, and require fine motor and control skills, auditory and visual functions. Some lifting of supplies and materials may be required from time to time.

About the role

This dynamic, media-specialist role will allow you to connect with all Tasmanian media platforms to share the positive news happening within Catholic Education Tasmania.

The well-rounded role provides wide-ranging opportunities for the development of media skills, with another key component being the handling of media enquiries and support the provision of strategic media responses.

Other excellent opportunities include contributing to wider communications and marketing campaigns, providing internal communications to the executive team and stakeholders, and the sharing of our content with other like-minded organisations such as the Archdiocese of Hobart.



About the Communications Team

The Comms Team is dedicated to supporting and promoting the exciting initiatives of our colleagues. Our goal is to develop and implement strategies to help TCEO service teams and schools achieve their communication objectives.

From captivating current and prospective families to choose Catholic education, to keeping employees informed and engaged, the result of effective communication is far-reaching.

As a team we are not just communicators; we're advocates for Catholic education and our efforts play a key role in ensuring the continued growth and success of CET. We strive to be adaptable and agile, crafting messages that resonate and make an impact. We embrace challenges and work hard to create a communication environment that fosters understanding and support.

We love sharing Catholic Education Tasmania's success stories, building meaningful connections, and reinforcing our position as a trusted and quality provider of education for Tasmanian families.

About the Tasmanian Catholic Education Office

Established in 1961, the Tasmania Catholic Education Office has grown to a team of over 100 dedicated staff located across the state who support our 38 schools to educate over 17,000 Tasmanian students.

Nestled in the northern suburbs of Hobart, our New Town office provides more than just a workspace. It offers access to a thriving community with a variety of shops, cafes, and supermarkets all within easy walking distance. Whether you're grabbing a quick coffee or running errands after work, the convenience is unbeatable.

We provide free on-site parking, making your journey to work hassle-free. If you prefer a more active approach, we're situated near the Intercity Cycleway with bike storage available on-site.

At the TCEO we value more than just professional growth. We believe in celebrating personal achievements and fostering a sense of community. Our monthly morning teas provide an opportunity for staff to come together, connect, and support one another. It's a workplace where you'll not only thrive professionally but also find a supportive network of colleagues.

Join us in shaping the future of Catholic education in Tasmania while enjoying the convenience and community that comes with being a part of our New Town team.



Nearby Cornelian Bay, New Town

The Tasmanian Catholic Education Office in New Town is located on the traditional lands of the Muwinina People who lived with and cared for this land for many generations.

We acknowledge and respect the Palawa people, and the deep connection that Tasmanian Aboriginal people have to Country and Culture. We acknowledge and respect the Tasmanian Aboriginal Community and pay our respect to Elders past and present.

We are committed to learning as a part of this community, and to supporting the continued sharing of knowledge and Culture.

About Catholic Education Tasmania

Catholic Education Tasmania (CET) is a community of 38 schools and colleges serving over 17,000 students and their families across Tasmania supported by the Tasmanian Catholic Education Office (TCEO).

The Archdiocese of Hobart covers the state of Tasmania. The Archbishop of Hobart authorises the existence of all Catholic Education institutes in Tasmania.

Under the governance of the Catholic Education Commission of Tasmania (CECT), the TCEO is responsible for the oversight, funding and coordination of 38 Archdiocesan schools and three TCEO offices.

The Archbishop delegates responsibility to other key bodies including the Catholic Education Commission Tasmania, the CET Executive Director, School Boards and other groups that support Catholic schools.

Employees are to be familiar with, have an understanding of and uphold the implementation of the Archbishop's Charter for Catholic Schools.

The TCEO, established in 1961, is the central administrative and co-ordinating body for the multi-faceted and diverse mission of Catholic education in Tasmania. One of its prime functions, under the CET Executive Director, is to co-ordinate the provision of Catholic education at all levels and to communicate and negotiate with appropriate authorities on behalf of all Catholic schools in Tasmania.

Some key documents include:

- The Archbishop's Charter for Catholic Schools
- The Tasmanian Catholic Education Single Enterprise Agreement 2018
- CECT Constitution
- CECT Policies
- School Policies

For further information access the [Catholic Education Tasmania website](#).



The Archbishop's Charter for Catholic Schools

"Catholic Schools are a vital expression of the mission of the Church in the Archdiocese of Hobart. They are the means by which not only students, but also families and the staff experience the richness and beauty of the Christian life".

Julian Porteous DD, Archbishop of Hobart

The Archbishop's Charter for Catholic Schools provides the basis for the Archbishop to 'mandate' Catholic schools and colleges within the Archdiocese of Hobart. The mandate of the Archbishop represents his formal commissioning of a Tasmanian Catholic school or college to act as an evangelising agent of the Archdiocese.

The Charter, which draws inspiration from Sacred Scripture and key Church documents, focuses on four domains:

- Catholic Identity
- Learning
- Leadership
- Mission

Catholic Identity

The person of Christ is at the heart of Catholic education. Christ's teachings and the Gospel message permeate Catholic school life. School communities give witness to their distinctive educational, spiritual, moral and social purpose within the evangelising mission of the Church.

Learning

All our learning programs support students' growth in human and Christian virtues so that they grow as integrated human beings. Our curriculum seeks to promote and deepen each students' understanding of the Catholic faith and their commitment to Christian values.

Leadership

Leadership is Christ-centered and is marked by a spirit of service. It is dedicated to the building up of the school community as a community of faith. Catholic leadership is about responding to Christ's command "go into the world and preach the Gospel to the whole creation" (Mark 16:15).

Mission

The Catholic school exists as part of the evangelising mission of the Church. The Catholic school should be available to all families who desire a Catholic education for their children.



Additional Position Information

Start Date:	ASAP - date to be negotiated.
Tenure:	1.0 FTE, Full Time, Limited Tenure: Parental Leave Cover 6-Month Probation period
Location:	The D'Arcy Centre, 5 Emmett Place, New Town, Hobart, 7008
Hours of Work:	Monday - Friday: 8:30am - 5:00pm
Employment Conditions:	As per the Tasmanian Catholic Education Single Enterprise Agreement 2018 Please note: Parental Leave Employment is a period of employment for the purposes of replacing a current employee on Parental Leave. It is subject to variation or change in the event that the employee taking Parental Leave exercises their right to return to work earlier than stipulated. In that instance you will be given a minimum of four (4) weeks notice of termination of the Parental Leave position.
Classification:	Business Services
Remuneration:	Indicative Salary Range: Business Services; Level 4 \$79,806 per annum – plus Superannuation (as per superannuation guarantee charge legislation)

Final Checklist for Applicants

Before submitting your application, use this checklist to make sure you have not missed out any important details. Please ensure that you submit:

- A cover letter of introduction stating the reasons you are seeking the position.
- A current copy of your Curriculum Vitae, which should include a brief employment history stating where you have worked, the length of service and brief description of the position(s) held and duties undertaken.
- Any other relevant information you wish to submit.

Applications are to be addressed to the Marketing and Communications Manager and can be submitted via the [Catholic Education Tasmania careers page](#) by clicking 'Apply for Job'.

Applications close on Monday 21 October 2024 at 11:00am.

Please Note: applications will not be accepted after the closing time.

If you have any further queries regarding your application, please do not hesitate to contact People Services on (03) 6210 8888 or via careers@catholictas.edu.au



Catholic
Education
Tasmania

Student Focused
Christ Centred
Learning for Life

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