

POSITION TITLE:	Communications, Media & Marketing Manager
SECTION:	Executive Services
REPORTS TO:	Assistant Executive Director
CLASSIFICATION:	CES Office Salary Scale Level 8
AUTHORISATION:	Executive Director

CATHOLIC EDUCATION SERVICES – DIOCESE OF CAIRNS

Catholic Education Services in the Diocese of Cairns is a dynamic and growing organisation that is actively inviting schools to co-create with us, schools that are places of rich learning for now and into the 22nd Century.

Our vision is to *offer every student in every school a world class education enriched by their lived encounter with the Catholic Faith.*

Catholic Education Services is committed to this vision through Co-Leadership with schools to build communities of learning that provide a safe, nurturing and academically challenging environment. Our schools are places where we create opportunities for every student and every staff member so that they are inspired to contribute to our society, innovate, explore possibilities, and achieve excellence.

Catholic Education Services in the Diocese of Cairns embraces thirty (30) schools including twenty (20) primary schools, two (2) Prep to Year 12 colleges and eight (8) secondary colleges. One of these colleges is a Special Assistance College with campuses in Cairns, Cooktown, and Edmonton. This community also includes Catholic Education Services located in Cairns itself. Over the next five years there are two new schools planned.

All schools and colleges, except three, are within a two-hour drive of Cairns. Cooktown, Waibeni Island (Thursday Island) and Weipa are accessed by daily flights and located in some of the most beautiful parts of the country. In total, there are 11 500 students and 1500 staff.

Leadership and strategic management of Catholic Education Services is the responsibility of the Executive Director of Catholic Education. Through a team of professionals, and in Co-Leadership with principals, the Executive Director manages and facilitates a number of significant delegations which include:

- Support of the mission of the Church as delivered through Catholic Education
- Support of schools by providing services that strengthen school capacity
- Provision of leadership and forward planning to develop organisational capability
- Distribution to schools of government allocated funds and their accountability
- Monitoring quality of schools and compliance/accountability with requirements of governments, Church, and parents
- Within limits, provision of some centralised, specialised student services, where this is the most effective and efficient approach

Our staff are supported to experience success and satisfaction in their vital role.

Cairns also offers many lifestyle opportunities that can be found in few other places and is surrounded by World Heritage listed areas including the Great Barrier Reef and the Daintree Rainforest, all within an hour's journey from the growing City of Cairns. It is the gateway to our Asian neighbours with direct flights to China, Japan and Singapore as well as having direct flights to all the east coast capital cities, Darwin, and Queensland's Sunshine and Gold Coasts.

PURPOSE OF THE ROLE

The primary purpose of this position is to lead the Communications, Media and Marketing team to support the Cairns Catholic Education Community, with particular regard to:

- Development, implementation and management of a strategic focus for communications, media and marketing which shows alignment with the Cairns Catholic Community Strategic Directions.
- Providing professional advice at a system, team and school level, on the implementation of various communication and marketing platforms, and the management of public issues.
- Providing professional advice and assistance to schools, particularly in the areas of media management, advertising and marketing, according to school needs.
- Ensuring all media engagement is lawful, ethical, aligned with mission and values, and consistent with the good standing of Catholic Education.
- Developing a variety of content (print, images, video etc.) for various platforms, ensuring content is of high quality, accurate, concise and in a style appropriate to the chosen medium.
- Overseeing the updating of website and digital content.
- Direct line management of the Communications, Media and Marketing team.

In summary we are looking for a person with advanced leadership skills to lead a small team of dedicated professionals. This person must be able to think and act strategically, provide advice at the highest organizational level, respond calmly and well in difficult situations and have demonstrated success in a range of media and communication.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Core duties associated with this position require the management of media engagement and the preparation of high quality content for a variety of media. You will have the skills to initiate, develop, implement and evaluate a variety of communication engagement. This will be achieved in a team environment and requires a blend of independent and collaborative approaches. Duties include:

- Management of media and communication team.
- Developing protocols and strategies for Catholic Education brand protection and the risk management of social media and other digital communication issues.
- Overseeing, developing and implementing digital campaigns around identified needs or themes e.g. teacher recruitment, student enrolments, back to school, critical incidents.
- Developing a strategic rationale for social and digital media engagement.
- Sourcing, research and preparation, editing of content for CES and school websites and portals.
- Preparation of suitable content for inclusion in specialist and CES publications.
- Ensuring prepared material is appropriately linked across platforms.
- Overseeing the development and implementation of social media campaigns at both system and school levels.
- Strategic thinking and advice on the most effective ways to optimise communication effectiveness.
- Identifying story opportunities through the establishment and maintenance of school, CES and community contacts.
- Contributing to school and CES issue management as required and promoting and implementing solutions that involve the effective use of digital media.
- Drafting of media releases.
- Responding to feedback and story development when appropriate.
- Maintain appropriate behaviours when engaging with children

Reporting requirements

The position reports to the Assistant Executive Director.



GENUINE OCCUPATIONAL REQUIREMENTS

- Accountable and responsible for ensuring professional behaviour.
- Ability to cope effectively with own emotions and behaviour.
- Ability to comply with legislation and professional regulations to reduce the risk of harm to self and others.
- Ability to maintain an appropriate level of confidentiality.
- Ability to communicate in English both verbally and in writing to meet necessary standards with respect to clarity, accuracy and professionalism appropriate to the position.
- Ability to locate appropriate and relevant information from multiple sources and convey, integrate and implement knowledge in practice.
- Ability to prioritise workloads and manage multiple tasks with competing timelines.
- Ability to accept responsibility for own work.
- Intermediate to advanced skills in Microsoft Office applications necessary to demonstrate the required range of skills and tasks.
- Competent use of digital technologies necessary to demonstrate the required range of skills and tasks. Experience with WordPress and InDesign would be advantageous.
- Facilitate the prevention of child harm by recognising and responding appropriately

Physical requirements of the position:

- Work is normally performed in a typical interior office and/or classroom environment.
- Manoeuvring within the office/school environment appropriate to the position.
- Frequent use of a motor vehicle.
- Frequent use of telecommunication and electronic equipment.

MANDATORY QUALIFICATIONS AND REQUIREMENTS

- An appropriate tertiary qualification in journalism, marketing, communication, digital media, or similar.
- Demonstrated experience with a variety of print and electronic media including social media.
- Demonstrated strategic planning and project management skills.
- Strong literacy skills including the capacity to write and edit content, and the related ability to correct grammar and spelling.
- Demonstrated and successful experience in leading a team.
- A strong demonstrated commitment to the objectives, vision, and ethos of Catholic Education.
- Unless an exemption applies all staff are required to hold a current Working With Children Blue Card or be eligible to apply.
- A willingness to work outside normal working hours as required (but this can be combined with some flexibility in working hours).
- Current drivers licence.
- Promote child safety at all times

Desirable:

- Photographic, video and graphic design skills.
- Demonstrated experience in working with schools or similar environments, with the capacity to enhance parent and community engagement.
- Skills in using media to enhance parent and community engagement in school communities.



RELATED DOCUMENTS

- Statement of Principles for Employment in Catholic Education
- Code of Conduct for Employees of Catholic Education
- Catholic Employing Authorities Single Enterprise Collective Agreement Diocesan Schools of Queensland

ADDITIONAL INFORMATION

The incumbent will need:

- An in-depth understanding of, and commitment to, the mission and objectives of Catholic Education in the Diocese of Cairns.
- A sound working knowledge of the Catholic Education context and an appreciation for Catholic Education issues.

EMPLOYEE ACCEPTANCE

The employee's signature signifies an understanding and acceptance that the content contained herein and forms an integral part of their employment terms and conditions.

I have read and acknowledge receipt of this Position Description:

Employee Name:

Signature:

Date:
