

POSITION DESCRIPTION (PD) TEMPLATE: **Senior Communications Officer**

All employees/workers within Catholic Mission must have a position description.

Position Title (Generic):	Officer	Position Title (Specific):	Senior Communications Officer
Reporting to:	Deputy National Director	Direct Reports:	None
Position Location:	Communication	Position Code:	SCO-FT
Full Time Equivalent (FTE):	Full-time=1.0FTE	Date:	17/02/2020
Employment Type:	Fixed Term 2 years	Rem Code:	FG
Financial Authority:	<input checked="" type="checkbox"/> Authority level to \$0 <input checked="" type="checkbox"/> Credit card to monthly cap of \$0	Rem Steps:	From: S21 To: S28
		Award	No Award - ACBC guidelines
About Catholic Mission	<p><i>Our Vision</i> That all may have life in Christ.</p> <p style="text-align: center;"><i>"I came that they may have life, and have it abundantly." (John 10:10)</i></p> <p><i>Our Mission</i> As the Pope's international mission agency we respond to the call to love God and to love our neighbour by forming individuals and communities as missionary disciples of Jesus who share their faith in action and through prayer.</p> <p>We share in God's mission to reach out, give life by sharing our personal and financial resources to:</p> <ul style="list-style-type: none"> • proclaim the Gospel • serve people in need • act for peace, justice and creation <p>In partnership with local churches so that all may have life in Christ.</p> <p style="text-align: center;"><i>"Love one another. Just as I have loved you, you also should love one another." (John 13:34)</i></p>		
Purpose of Role	<p>This position exists within the Communications Department. The primary focus of this job is to:</p> <ul style="list-style-type: none"> • Plan, prepare and deliver all communications output (with a particular focus on written communications) for Catholic Mission (CM) in accordance with prepared strategies and timelines. • Develop, in conjunction with the Digital & Online Manager, and drive an integrated communications strategy (with particular focus on media). Proactively seek the means of gaining publicity and raising the profile of CM through new and traditional media forms. • Be the main contact point for CM on all communications matters, providing advice and support to both internal and external stakeholders on all matters relating to communications, ensuring editing and branding checks are completed for all publications and acting as the communications service provider. 		

	<ul style="list-style-type: none"> • Manage planning, design and delivery of CM's <i>Annual Report</i> and the <i>Mission Today</i> magazine. In addition, manage internal communications, utilising a range of means including <i>Mission Matters</i> and CM's Dropbox. • Monitor and maintain the Communications Team administration tasks including but not limited to: budget, financing, and selecting suppliers based on budget. Ensuring the Enterprise Resources Planning (ERP) system, called UBW, is utilised fully and appropriately. • Together with the Digital and Online Manager, develop and drive an effective social media strategy and ensure staff around the country adhere to and are actively engaged with the policy/strategy. • Liaise with media and prepare publicity timelines, delivering media releases and background when required and in response to impromptu events. <p>In addition, there is the potential to travel to overseas projects to gather information for fundraising, marketing and communications purposes.</p>
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Primary Duties & Key Performance Indicators (KPIs)	
Key Responsibility Areas – Expected End Results	Key Performance Indicators (KPIs) – Measures of Success
1. Plan, prepare and deliver all communications output (with a particular focus on written communications) for Catholic Mission (CM) in accordance with prepared strategies and timelines.	<ul style="list-style-type: none"> • Ensure CM appears in Catholic publications across the country at least once a week. • Work with Diocesan Directors to ensure that CM work is publicised in their Diocesan magazines on a regular basis (ideally quarterly).
2. Drive an effective, integrated communications strategy (with particular focus on a media plan). Proactively seek the means of gaining publicity and raising the profile of CM through new and traditional media forms.	<ul style="list-style-type: none"> • Media plan is implemented on time and on budget. • Seek new and non-traditional opportunities to publicise the work of CM.
3. Together with the Digital and Online Manager, develop and drive an effective social media strategy and ensure staff around the country adhere to and are actively engaged with the policy/strategy.	<ul style="list-style-type: none"> • Develop a strategic as well as an operational plan for the implementation of a <i>Social Media Policy</i> with agreed timeframes. • Implement operational plan on time and on budget.
4. Manage planning, design and delivery of CM's <i>Annual Report</i> and the <i>Mission Today</i> magazine.	<ul style="list-style-type: none"> • Gathering of information and data for the <i>Annual Report</i> is done in a timely manner. • The <i>Annual Report</i> is published on time and on budget in Aug each year. • <i>Mission Today</i> is published on time and on budget. Currently it is a bi-annual publication.
5. Manage an effective, integrated internal communications plan via the staff newsletter, <i>Mission Matters</i> , and the CM <i>Dropbox</i>	<ul style="list-style-type: none"> • Staff newsletters (<i>Mission Matters</i>) are published on a fortnightly basis on time. • The CM <i>Dropbox</i> is relevant and up-to-date.
6. Develop content for, and manage output of, regular giving newsletters and project manage other non-ask donor communications including but not limited to, a diary and wall planner.	<ul style="list-style-type: none"> • Regular given newsletters are published on time and on budget in Mar, Jul, Oct and Dec. • The diary is published on time and on budget by Sep. • The wall planner is published on time and budget by Sep. • All other non-ask donor communications are published on time and on budget as per agreed timeframe.
7. Be the main contact point for CM on all communications matters, providing advice and support to both internal and external stakeholders on all matters relating to communications, ensuring editing and branding checks are completed for all publications and acting as the communications service provider.	<ul style="list-style-type: none"> • Clear and consistent messaging on and of CM is provided to all stakeholders, both internal and external. • Turn around time on editing and branding checks are completed within timeframe agreed with internal stakeholders.

8. Working with the Digital and Online Manager, oversee the CM website and sub-sites, ensuring they remain engaging, relevant and current.	<ul style="list-style-type: none"> The CM website is monitored on a regular basis (monthly) for appropriate branding of content. Problems are detected immediately, a resolution plan identified and communicated, and resolved within the prescribed timeframe.
9. Monitor and maintain the Communications Team administration tasks including but not limited to: budget, financing, and selecting suppliers based on budget. Ensuring the Enterprise Resources Planning (ERP) system, called UBW, is utilised fully and appropriately.	<ul style="list-style-type: none"> Submit budget forecasts to Corporate Services Director by Oct each year. Monitor against budget on a monthly basis ensuring strict adherence to budget.
10. Liaise with media and prepare publicity timelines, delivering media releases and background when required and in response to impromptu events.	<ul style="list-style-type: none"> Media releases are delivered on time.
11. Comply with CM's Safeguarding of Children and Vulnerable Adults policy and code of conduct.	<ul style="list-style-type: none"> The policy and code of conduct is observed and adhered to at all times. Breaches are identified and reported where appropriate, in order to eliminate or prevent the abuse of children and/or vulnerable people.
12. Comply with Catholic Mission work, health and safety measures and standards.	<ul style="list-style-type: none"> Safe work practices are observed in accordance with training and instruction given. Risks/hazards are identified and reported where appropriate, in order to eliminate or prevent the risk recurring. Consultative processes provided by Catholic Mission are engaged.

Challenges of the Position	
•	Plan and drive communications strategies with limited resources and budget.
•	Act as the primary point of contact in communications for the organisation, reporting only to the National Director and with no direct reports.
•	Engage a broadly dispersed staff to adhere to one cohesive communications strategy , including a social media policy.

Person Specification			
Essential	Knowledge	Desirable	Knowledge
	<ul style="list-style-type: none"> Bachelor's degree in Communications, Marketing, Media or equivalent An understanding of the mission and values of Catholic Mission and our place in a global Catholic context 		<ul style="list-style-type: none"> Understanding and appreciation of broader Catholic principles, values and global mission Understanding of the Catholic and secular media landscape
Essential	Experience	Desirable	Experience
	<ul style="list-style-type: none"> Minimum four years experience in a communications, media or public relations role Driving communications projects and publications from planning to delivery Planning communications strategies, including timelines and concepts Media liaison Managing budgets and invoices 		<ul style="list-style-type: none"> Writing for publications – either online or print Developing the design of publications such as annual reports and magazines

Essential	Skills <ul style="list-style-type: none"> • Outstanding communication skills – both written and verbal • High level editing and proofreading skills • Highly organised with the ability to manage multiple tasks concurrently • Ability to work independently and self-manage • Sound judgement and problem-solving skills • Outstanding attention to detail and accuracy • Sound computer skills, including content management systems and MS Office skills • Social media skills including Twitter, Facebook and YouTube • Be able to adapt to dynamic circumstances quickly and respond with energy. 	Desirable	Skills <ul style="list-style-type: none"> • Some graphic design skills • Strong creative writing skills
Other	<input checked="" type="checkbox"/> A Criminal History Check is required for this position. <input checked="" type="checkbox"/> Working with Children Check is required for this position. <input checked="" type="checkbox"/> This position may require occasional travel overseas and inter-state. <input checked="" type="checkbox"/> This position requires a current motor vehicle licence. <input checked="" type="checkbox"/> Eligibility to work in Australia. <input checked="" type="checkbox"/> Commitment to CM's agency requirements, including attendance at staff and management meetings; completion of all finance and operational reporting requirements as per CM's policies and/or line manager's directive, adherence to program, HR and Finance policies and procedures. <input checked="" type="checkbox"/> Capacity to work outside standard business hours.		
Key Stakeholders/Relationships			
Internal	<ul style="list-style-type: none"> • National Director • Executive Management Team • Fundraising Manager and Fundraising team • Donor Services Team Leader • Digital Specialist • Mission Formation team 	External	<ul style="list-style-type: none"> • Catholic and secular media • Partnering Church organisations • Catholic Mission donors and supporters • Corporate partners • Visiting dignitaries • School and Parish organisations • Religious
REVIEWED BY			
Name	Sharon Messina		
Position Title	HR Director	Date	17/02/2020
AUTHORISATION: 1st Level		AUTHORISATION: 2nd Level	
Manager (eg. Executive Director)	Peter Gates	Name	Brian Lucas
Position Title	Deputy National Director	Position Title	National Director
Date	18/02/2020	Date	17/02/2020