

## Position Description

<b>Position Title:</b>	Communications Specialist
<b>Program</b>	Philanthropy, Marketing and Communication
<b>Location:</b>	Dandenong and East Melbourne. Travel to other locations will be required.
<b>Reports To:</b>	Senior Manager, Marketing & Communication

*This Position Description intends to describe the general scope, level of work, accountabilities and responsibilities of the position. It does not necessarily include all duties and responsibilities.*

*This Position Description may be altered in accordance with the changing requirements of the position.*

## About CatholicCare Victoria

CatholicCare Victoria (CCV) is a leading social services organisation providing support services and housing that work together to create lasting outcomes for families and individuals across metropolitan, regional and rural Victoria.

We are values-led, community-embedded and fully inclusive. We work with people of all faiths, cultures, identities, sexualities and backgrounds, and partner with government, philanthropy and community to strengthen wellbeing and opportunity.

CCV is grounded in enduring principles of dignity, justice and care for the most vulnerable. These values shape *how* we serve — not *who* we serve. They guide our commitment to working with people in ways that are respectful, inclusive and responsive, helping them navigate challenges, build on their strengths and move toward stability and wellbeing over time.

## CatholicCare Victoria Values

Values	Behaviours
<b>Respectfulness</b>	We value people for who they are and recognise what they are doing. We interact with others honestly and in a positive, considerate, and caring matter.
<b>Integrity</b>	We value the work we do. We are fair, honest, and trustworthy. We act professionally, take accountability for our actions, and keep our promise.
<b>Inclusivity</b>	We welcome everybody, working to enable everyone to feel like they belong and have a place – from a face to be seen and a voice to be heard.
<b>Collaboration</b>	We walk alongside clients, communities, and each other. We contribute to the work and lives of others so that we can all achieve our best, together.

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<b>Compassion</b>	We connect with each other’s stories. We acknowledge the inherent strengths and diverse experiences of others. We act with kindness and care in all our relationships, helping each other to address our challenges in a safe and welcoming environment.
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## About Philanthropy, Marketing & Communications

The Philanthropy, Marketing and Communications portfolio plays a pivotal role within CCV, generating financial support and resources for the organisation. The portfolio not only raises funds but also builds lasting relationships and ensures that resources are effectively utilised to advance the CCV mission and make a positive impact in the community.

The Philanthropy, Marketing and Communications portfolio delivers best practice marketing, fundraising and engagement strategies that promote CCV’s brand, deepen supporter relationships, inspire philanthropic giving, and contribute to social change.

## Position Summary

The Communications Specialist is responsible for delivering high-quality, professional written communications that promote CatholicCare Victoria’s programs, services, and impact. The role leads the development of engaging content including enewsletters, educational materials, stories, and promotional copy, ensuring clarity, consistency, and alignment with organisational messaging, values, and brand standards

Working closely with internal stakeholders, the Communications Specialist provides advice on effective communication approaches and supports the delivery of fundraising appeals, campaigns, events, and organisational initiatives through compelling written content. The role also ensures all communications are accurate, accessible, and compliant, contributing to strong audience engagement and a consistent organisational voice across channels.

## Key Result Areas and Responsibilities

The order in which key result areas and responsibilities are listed is not necessarily significant.

Key Result Area	Key Responsibilities
Communications	<ul style="list-style-type: none"> <li>Plan, coordinate, write, and distribute regular enewsletters, including stakeholder liaison, content curation, and performance tracking</li> <li>Liaise with internal stakeholders to develop communications solutions for audiences that are effective and on brand</li> <li>Provide advice and guidance to internal stakeholders on effective external communications approaches, messaging and channel selection</li> <li>Coordinate, write, design, produce and distribute publications and promotional material, including (but not limited to): website articles, annual report, newsletters, brochures, factsheets, fundraising collateral, presentations, reports and merchandise</li> <li>Coordinate traditional advertising (e.g. newspaper ads, etc)</li> <li>Provide oversight and editorial review of staff-generated external communications to ensure consistency, accuracy, and alignment with organisational messaging and brand standards</li> </ul>

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	<ul style="list-style-type: none"> <li>• Monitor and report on the performance of communications activities (e.g. newsletters and content), and identify opportunities for improvement</li> </ul>
Content marketing	<ul style="list-style-type: none"> <li>• Contribute to CCV's Content Marketing and Social Media Strategies, with a focus on designing and executing targeted content to acquire, engage, and retain donors and supporters.</li> <li>• Collaborate with the Digital &amp; Content role to ensure content is optimised for use across digital channels, including social media and the website.</li> <li>• Write and edit engaging content including educational materials, client stories, blog articles, and awareness content that supports organisational priorities and audience engagement</li> <li>• Provide content support for key organisational initiatives as required</li> <li>• Identify and coordinate content capture opportunities (e.g. client stories, events), working with the Digital &amp; Content role to deliver photography and video assets</li> </ul>
Digital platforms	<ul style="list-style-type: none"> <li>• Contribute to the maintenance of CCV's digital channels, including the website, social media, and intranet; this includes uploading and updating content</li> <li>• Support CCV's social media strategy through asset design, content creation, scheduling, and posting, including targeted campaigns aimed at acquiring and retaining donors and supporters</li> <li>• Ensure optimal user experience across all digital platforms</li> <li>• Collaborate with internal stakeholders to effectively promote and deliver information sessions, webinars, and training workshops.</li> </ul>
Fundraising	<ul style="list-style-type: none"> <li>• Work with CCV Fundraising team to develop high quality donor communications (print and digital)</li> </ul>
Data and Reporting	<ul style="list-style-type: none"> <li>• Provide media monitoring and reporting</li> <li>• Provide regular reports on Philanthropy, Marketing and Communications activities and outcomes</li> <li>• Stay informed on trends in nonprofit marketing and digital storytelling</li> </ul>
Relationships	<ul style="list-style-type: none"> <li>• Ensure regular and effective internal communications with other members of the Engagement team and other internal stakeholders</li> <li>• Liaise with external suppliers such as designers and printers, ensuring positive, productive relationships and deliverables are achieved on time and on budget</li> </ul>
Quality	<ul style="list-style-type: none"> <li>• Actively promote and undertake quality improvement activities</li> <li>• Maintain and develop personal knowledge in area of expertise</li> </ul>

The position is also required to perform other duties as lawfully and reasonably directed.

## Reporting and/or Supervision Relationships and Authority

### Reporting Relationship:

The position reports and works under the general direction of the Senior Manager, Marketing & Communications

### Position/s Reporting to Position:

N/A

### Authority:

The position is required to adhere to established work practices, and sets priorities and monitors work flows in the position's area of responsibility.

The position is required to exercise a degree of autonomy.

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The position is required to work within the relevant delegations policy, procedure and guidelines of CatholicCare Victoria.

## Stakeholder Relationships

### Internal Relationships:

- Operates as a member of the Philanthropy, Marketing & Communications team
- Collaborates with and provides advice to program and service managers

### External Relationships:

- Digital agencies, printers and other suppliers

## Organisational Responsibilities of the Position

### Workplace Health and Safety (WHS)

CatholicCare Victoria is committed to the health, safety and wellbeing of employees, volunteers, contractors, clients and other people within our workplaces. The position is required to perform the responsibilities of the position adhering to the *Occupational Health and Safety Act (2004)*, in particular to:

- take reasonable care for your own and others' health and safety within the workplace;
- take reasonable care that your actions or omissions do not adversely affect the health and safety of yourself or others;
- cooperate with any reasonable directions, policies and/or procedures relating to health and safety in the workplace;
- report all injuries, illness, near misses or hazards as per CatholicCare Victoria policies and procedures; and
- participate in relevant health and safety training, and risk management initiatives based on position and responsibilities.

### Cultural Safety and Respect

CatholicCare Victoria acknowledges the history, culture, diversity and value of all Aboriginal and Torres Strait Islander Peoples, and pays respect to their Elders past and present, as well as acknowledging future generations.

The position is required to work with Aboriginal and Torres Strait Islander Peoples in a culturally safe and respectful way.

### Safety of Children, Young People and Vulnerable Adults

CatholicCare Victoria is committed to the safety of children, young people and vulnerable adults.

The position is required to perform the responsibilities of the position adhering to the *Catholic Safeguarding Standards, National Principles for Child Safe Organisations, Child Safe Standards* and any other relevant standards and/or legislation.

### Risk Management, Accreditation and Quality Improvement

The position is required to actively participate in risk management, accreditation and quality improvement processes, procedures, systems and initiatives, including reporting risks, incidents and feedback in a timely and responsible manner.

### Policies, Procedures and Legislative Requirements

The position is required to undertake the responsibilities of the position adhering to all CatholicCare Victoria policies, procedures and practice guidelines and relevant standards and/or legislation including, but not limited to:

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- *Employee Code of Conduct for CatholicCare Victoria;*
- information privacy and confidentiality;
- Equal Opportunity, anti-discrimination and anti-bullying; and
- Inclusion and diversity.

## Key Requirements

### Qualifications and/or Training

1. Tertiary qualification in marketing, communications or related field ideal

### Experience

2. Professional experience in a content, marketing, or communications role

### Knowledge, Skills and Attributes

3. Demonstrated communication skills including professional writing, proof reading and editing, and demonstrated experience writing engaging content for a variety of audiences across various channels
4. Understanding of content marketing principles, audience engagement strategies, and campaign planning.
5. Ability to craft clear, compelling messages and visual content tailored to diverse audiences.
6. Competency in using a range of new media and digital platforms and tools including, but not limited to: website and email marketing Content Management Systems, Microsoft Office suite, Adobe Creative suite (particularly InDesign, Photoshop), Canva, and social media platforms including Facebook and Instagram
7. Demonstrated creativity, with proven graphic design skills and practical application of designing visual assets that are professional and brand aligned, and sound understanding of design elements and principles
8. Demonstrated organisational and time management skills, including the ability to prioritise and manage multiple tasks
9. Proven analytical thinking and ability to problem-solve
10. Meticulous attention to detail

### Child Safety

11. Demonstrated commitment to the safety of children, young people and adults in a respectful and inclusive environment for all diversity groups in accordance with the Catholic Safeguarding Standards, National Principles for Child Safe Organisations, Child Safe Standards and any other relevant legislation

## Other Requirements

- Current Driver's Licence
- Current Working with Children Check Card
- Current Australia-wide Police Check
- A Statutory Declaration (provided by CatholicCare Victoria) to declare that: you have not lived overseas for more than 12 months in one country; OR if you have lived overseas for more than 12 months, that you have no criminal history overseas
- International Police Check (where applicable)
- Right to Work in Australia

Please note, CatholicCare Victoria will conduct the Police Check/s.

It is the incumbent's responsibility to maintain a current valid driver's license, Working with Children Check and Right to Work in Australia.

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The incumbent is required to agree to undertake a Police Check every three (3) years (or earlier to comply with specific contractual or legislative obligations and requirements).

## Signatures

This section is to be signed upon appointment:

<b>Name:</b>	
<b>Signature:</b>	
<b>Date:</b>	