



POSITION DESCRIPTION

POSITION TITLE:	Communications Manager
REMUNERATION SCALE:	Diocesan Remuneration Scale Level 4
REPORTS TO:	Business Manager
FULL TIME EQUIVALENT:	Full-Time
LOCATION:	Bendigo
AUTHORISED BY:	Business Manager
DATE:	November 2018

Primary Objectives

The Communications Manager is accountable for the coordination and distribution of approved communications, marketing and media activities across the Diocese of Sandhurst and its Agencies. The role requires expertise in communications and media and newspaper production together with a strong commitment to the overall mission of Diocese and the Catholic Church.

Major Accountabilities

- Support the Bishop and Diocesan Agencies to identify and communicate key messages in a variety of ways, including through the use of electronic media.
- Establish and maintain good contacts and relationships with media outlets, particularly those across the Diocese.
- Produce the monthly Sandpiper diocesan newspaper, including collation of stories, layout, and editing pre-printing. Liaise with printing and distribution companies to ensure timely distribution.
- Use expert writing skills in a variety of settings and styles, showing attention to detail and a sound knowledge of English grammar and usage, as well as sensitivity to the context and the impact of the message.
- Liaise with Diocesan staff to utilise current and future communication tools including Diocesan websites and other avenues of social media to maximise communication.
- Identify opportunities for proactive engagement with media in the promotion and advancement of the Gospel and in consultation with the Bishop, arrange such engagements.
- Assist the Bishop with any internal communications he wishes to circulate to the Faithful of the Diocese, including pastoral letters and other statements.
- Establish appropriate media monitoring services to provide timely and effective issues management.
- Photography and Video production.



THE CATHOLIC DIOCESE OF SANDHURST

- Actively engage in performance development and appraisal processes, identifying goals for professional self-development and seeking continuing professional development opportunities to achieve these goals.
- Maintain and grow the image of the Diocese of Sandhurst as a professional and pastoral organisation in your personal and professional life, presentation and communication.
- Undertake duties in a manner that support the values, beliefs and mission of the Catholic Church and the Diocese of Sandhurst.
- A current Victorian driver's licence

Organisational Environment

The Diocese supports the life and mission of the Catholic Church in Australia. The mission of the Diocese is to promote the reign of God, by continuing the mission of Jesus and the Holy Spirit. This mission centres not on the Church but on the transformation of the world according to the person and vision of Jesus, especially the values of peace, justice, forgiveness and love.

The Chancery is responsible for the support of the Bishop of Sandhurst, as well as the provision of Adult Faith, Finance, Archival, Youth Ministry, Communications and Information Technology support services to the Diocese.

The position of Communications Manager, reports directly to the Business Manager on all matters relating to coordination and distribution of approved communications, marketing and media activities both within and external to the Diocese including production of the Sandpiper newspaper.

Safety of Children and Vulnerable Adults

- Ensure compliance with the Catholic Diocese of Sandhurst commitment to best practice in the care and safety of children and vulnerable persons.
- Every person involved in the Catholic Church has a responsibility to understand the important and specific role he/she plays individually and collectively to ensure that the wellbeing and safety of all children is at the forefront of all they do and every decision they make.
- Understand the process for reporting allegations or concerns of possible abuse.

Risk and Occupational Health and Safety

- Observe safe work practices in accordance with training and instruction given and report any risk to your immediate supervisor. Risks arising in the workplace may be financial, site, task or person specific or related to safety.
- Promote and implement occupational health and safety and risk mitigation processes within your workgroup.
- Comply with Diocesan occupational health and safety practices
- Identify, report and where appropriate, action risks/hazards in order to eliminate or mitigate against the risk recurring.
- Participate in the consultative processes provided by the organisation.



Key Communications

Internal:

- Bishop
- Clergy
- Business Manager
- Parish and Agency staff
- Chancery Staff

External:

- Parishioners
- Various Client, Church, Private and Public Authorities/Agencies and Service providers and/or their representatives.

Accountability (Independence and Influence)

The Communications Manager is not the public spokesperson for the Bishop or Diocese.

The position is accountable for all administrative and financial decisions in the accordance with the normal operations of the Diocese within the approved delegation or entity rules, including:

- Ensuring projects are delivered within budget and within the position's delegated authority.
- Ensuring the Diocese's web and social media operations run smoothly and efficiently in a successful business environment and assisting with related sites.
- Accountability for the currency and accuracy of the content on the Diocese's electronic and print media.
- Representing the Diocese as directed.
- Signing of external correspondence/media releases as delegated.

Job Environment

The Communications Manager in consultation with the Business Manager will facilitate the delivery of internal and external communications across the Diocese, parishes and Diocesan agencies. The Communications Manager will be a key resource to ensure that all modes of communication are professionally managed and coordinated in line with the defined priorities of the Diocese.

Reasoning

The Communications Manager is required to:

- work within established procedures and guidelines, but may sometimes have to analyse alternative courses of action and their implications, and make recommendations based on them;
- exercise initiative and judgement so as to ensure all work is performed as efficiently and effectively as possible, and improvements to process and outputs are suggested and implemented; and
- exercise discretion and confidentiality in undertaking required tasks.



Challenges

Managing multiple stakeholder expectations and deadlines.

Knowledge, Skills and Experience

- Tertiary qualifications in communications or a related discipline, or relevant work experience.
- Excellent writing and editing skills and experience preparing a range of communications materials.
- Experience in production of both print and electronic media
- Proven newspaper layout and design experience.
- Experienced in the use Adobe Indesign, Photoshop, Distiller and Adobe Premier Pro.
- Strong organisational skills to manage multiple activities and deadlines
- Well-developed interpersonal skills and the ability to interact and communicate effectively with colleagues, customers and clients.
- A knowledge of the Catholic Church and its structures.
- An understanding of and willingness to work within the Catholic ethos

Direct Reports (direct line responsibility)

Nil

Indirect Reports (oversight of function only)

Chancery and parish staff together with other contributors and other service providers involved in the provision of content and production of the Sandpiper and other communications.

Criminal Screening and Working Rights

The successful candidate must provide a current Police Record Check, Working with Children Check and hold valid Australian working rights.

The Catholic Diocese of Sandhurst is a child safe and equal employment opportunity employer. Applications from Aboriginal and Torres Strait Islander peoples and people from culturally and/or linguistically diverse backgrounds are encouraged.