



CATHOLIC ARCHDIOCESE OF MELBOURNE

POSITION DESCRIPTION

Position Title:	Senior Creatives Officer
Department:	Communications Office
Location:	East Melbourne
Employment Status:	Permanent Full Time (1.0 FTE)
Reports to:	Communications Manager
Number of direct reports:	1
Total team members:	5.8 FTE

POSITION PURPOSE

The primary purpose of the Senior Creatives Officer is to provide creative direction and design for Archdiocesan materials (print and digital) including branding, marketing and promotional design, communications, media outreach and message development.

They manage the organisation's creative strategies, implement design policies, interpret Archdiocese needs and provide high-quality graphic design, print and multi-media liaison services, while maintaining consistent Archdiocesan branding across all materials.

The Senior Creatives Officer works under the direction of the Communications Manager to supervise the daily workflow of the creative team, assigns tasks and monitor budgets and deadlines. This is achieved by working effectively and collaboratively within the Communications Team in serving the broader work of evangelisation under the authority of the Archbishop.

DEPARTMENT OVERVIEW

The mission of the Communications Office is to creatively promote the Good News (the Gospel of Jesus Christ) within the Catholic Archdiocese of Melbourne by highlighting where the seeds of the Gospel are alive and growing, especially in the areas identified as key priorities by the Archbishop (formation into youth and young adults, families, local neighbourhoods, the poor and the broken).

Our goal is to effectively share and empower people with the Good News through exceptional digital and print storytelling to engage, nurture and equip stakeholders in the life and mission of the Archdiocese. This is achieved by adopting a mission-driven approach to produce content that is both informative and formative via a range of multimedia platforms and social network channels.

ORGANISATIONAL DESCRIPTION

Presided over by the Archbishop of Melbourne, the Archdiocese comprises around 1.1 million Catholics, and is the largest Archdiocese in Oceania with a wide variety of people, cultures and ministries, providing services and support including pastoral, educational, social welfare and administrative support.

Under the guidance of four key priorities outlined by the Archbishop, the works and activities of the Archdiocese are oriented towards a missionary focus to address the ongoing needs, and formation into: Local Communities; Families; Youth and Young Adults; and the Poor and the Broken.

This is achieved through a pro-active engagement in the sharing of Mission; a reaching out in Gospel boldness; operating in an agile and responsive mindset; identifying and embracing what is fruit-bearing in our works; understanding the outward focus and call of being missionary disciples; and being mindful of good stewarding in terms of time, talent and gifts.

KEY ACCOUNTABILITIES

1. Strong collaboration with Senior Content Officer to seek the most effective and engaging ways of digital and print storytelling and how a user interacts with it.
2. Act as a key advisor to the Communications Manager, working with the Senior Content Officer to develop strategic direction, advice, and support in the planning and execution of communications campaigns.
3. Actively contribute to the development of a positive and high-performing team culture by identifying and implementing improvements to process and ways of working which simplify workflow for the team and enhance effective organisation interaction.
4. Reinforce and develop the capabilities of team members to create an exceptional creatives team who are highly proficient at creative development and promotional production. Bring best-in-class ideas and vision that inspires creativity and drives quality across the whole group by contributing to creative strategies, applying audience research including SEO's (Search Engine Optimisation), industry trends, best practice and creative ideation.
5. Develop and implement social media and digital communications strategies to promote the works of the Archdiocese by maintaining an online presence through regular social media campaigns.
6. Work with the Content team to support and promote the voice of the Archbishop for the Archdiocese through its online and print presence that is both informative and formative, by actively seeking stories/opportunities that celebrate the lived expression of the Gospel.
7. Work with the Manager Office for Communications and Senior Content Producer towards a diocesan publication (either print or digital).
8. Lead client meetings and internal presentations from a creative point of view.
9. The Archdiocese may require you to undertake other duties from time to time commensurate with your qualifications, knowledge, experience and ability.
10. Take reasonable care to protect the health and safety of themselves, fellow staff, and others in the workplace.

JOB COMPETENCIES – (SKILLS)

Organisational context

- Good understanding of the cultural and theological nuances of a faith-based organisation.
- Possess a strong understanding of the values and teachings of the Catholic Church, and an ability to appreciate and respect its lived experience.

Technical/professional skills

The Archdiocese is committed to the safety, wellbeing and dignity of all children and vulnerable adults.

- Minimum 5-7 years of experience in the graphic design field, working with internal or external clients.
- Well-rounded portfolio of work that demonstrates design acumen, creativity, ingenuity and problem solving.

Digital & technology literacy

- Demonstrated understanding and experience in varying multimedia channels such as: videography, photography, podcasting, social media, website design and management.

Project management/delivery

- Demonstrated working knowledge of project management including oversight and monitoring of staff resources, business planning, project development, brand marketing design and delivery to meet agreed outcomes against the project plan, taking corrective action when required.

Organising and Planning/Work Management

- Ability to plan and prioritise work to manage multiple projects and meet commitments aligned with organisational goals and team objectives.

People Management/Leadership

- Aligns work activities with operational plans and organisational values and goals by co-ordinating and developing the capability of others in the execution of work activities through effective people management and role modelling.

Organisation engagement

- Understands organisation requirements and how the work addresses customer needs; Identifies opportunities to improve services; Committed to delivering high quality outcomes for the Archdiocese.

Critical thinking and problem solving

- Makes sense of complex, high quality, and sometimes contradictory information to effectively solve problems. Operates effectively, even when things are not certain, or the way forward is not clear.

PERSONAL COMPETENCIES – (ATTRIBUTES)

Integrity - High level of integrity, honesty and confidentiality, with an awareness and appreciation of Catholic Social Teaching.

Developing Others - Develops people to meet both their career goals and organisations goals.

Creativity and Innovation - Examines the “status quo” and looks for better ways of working to achieve organisational goals.

Relationship Building/Collaboration - Works collaboratively within and across departments, agencies, ministries and parishes of the Catholic Archdiocese of Melbourne and its partners by effectively building formal and informal relationship networks inside and outside the organisation.

Presentation skills - Presents words, images, and ideas in a clear, succinct, organised, and interesting manner. Is effective in a variety of presentation settings inside and outside the organisation (formal and informal, including small and large groups, with peers, direct reports and management.

Communication written and verbal - Expresses ideas effectively in individual and group situations (including nonverbal communication); adjusting language or terminology to the characteristics and needs of the audience.

Flexibility and adaptability - Maintains effectiveness in varying environments and with different tasks, responsibilities, and people, adjusts quickly to changing priorities in a fast paced, high volume work environment.

KEY SELECTION CRITERIA

1. Demonstrated understanding of current and emerging trends in graphic design, digital and social media channels.
2. Demonstrated experience in creative communications; graphic design, websites, digital and social media communications, including planning design and campaign implementation.
3. Demonstrated commitment and adherence to organisational values and behaviours.
4. Experience and skills in a variety of computer software including image editing and video content.
5. Demonstrated ability to lead team members in building tools and capabilities that will enhance and simplify workflow for the organisation, team and agency interaction.
6. Exceptional interpersonal, written communication and presentation skills with experience in developing constructive relationships with key stakeholders across all levels of the organisation to identify needs, and provide appropriate direction, guidance, and support.
7. Experience working with a content management system to manage website content and publishing workflow.
8. Ability to forward plan, schedule and manage priorities to adjust effectively to changing, new or different situations as needed to meet deadlines while being responsive in approach to suit stakeholder needs.
9. Ability to deliver high quality work with strong attention to detail in a fast paced, high intensity work environment.
10. Experience working with NFPs, or community organisations highly regarded.

Desired experience/Qualifications

- A relevant tertiary qualification in Graphic Design, Journalism, Web Design, Marketing, PR, Communications/or equivalent work experience
- As a minimum at least 5-7 years' demonstrated experience in digital design, content production, digital content management and writing
- A high proficiency in a range of social media platforms (e.g., Facebook, Instagram, Twitter), experience using various CMS (Craft, MailChimp) and Adobe Creative Suite (PremierePro, Illustrator, Photoshop).

Pre-employment screening requirements

The Catholic Archdiocese of Melbourne is committed to the safety, wellbeing and dignity of all children and vulnerable adults. It is a requirement across our organisation that all clergy, employees and volunteers have a the following

- A valid National Police Records Check
- A valid Working with Children Check.
- Qualification Check (where a mandatory qualification is required)

INTEGRITY IN THE SERVICE OF THE CHURCH

Integrity in the Service of the Church aims to help employees reflect on and uphold Christian vision and values in all relationships and actions. The principles and standards which make up the Integrity in the Service of the Church are extensions of five basic principles for Church employees in which they:

- 1. Are committed to justice and equity**
- 2. Uphold the dignity of all people and their right to respect**
- 3. Are committed to safe and supportive relationships**
- 4. Reach out to those who are poor, alienated and marginalised**
- 5. Strive for excellence in all their work**

Service, given according to these principles, is life-enriching for both providers and recipients.

POSITION DESCRIPTION ACKNOWLEDGEMENT

I have received, reviewed and fully understand the position description for Senior Creatives Officer. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.

Employee Name _____

Date _____

Employee Signature _____