

**POSITION DESCRIPTION (PD) FOR National Schools Engagement Manager**

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| <b>Position Title (Generic):</b>   | Manager  | <b>Position Title (Specific):</b> | National Schools Engagement Manager  |
| <b>Reporting to:</b>               | Fundraising Director   | <b>Direct Reports:</b>            | Youth & Schools Engagement Officers for Brisbane, Melbourne, Perth, and Sydney |
| <b>Position Location:</b>          | Fundraising  | <b>Position Code:</b>             | NSEM-FT  |
| <b>Full Time Equivalent (FTE):</b> | Full-time=1.0FTE   | <b>Date:</b>                      | 22/09/2023   |
| <b>Employment Type:</b>            | Permanent  | <b>Rem Code:</b>                  | GH   |
| <b>Financial Authority:</b>        | <input checked="" type="checkbox"/> Authority level to: [ ]<br><input checked="" type="checkbox"/> Credit card to monthly cap of \$3000.00   | <b>Rem Steps:</b>                 | From: S25<br>To: S37   |
|                                    |  | <b>Award</b>                      | No Award - ACBC guidelines   |
| <b>About Catholic Mission</b>      | Catholic Mission is the Pope's international mission agency in Australia. We partner with communities, helping them to flourish by supporting grassroots projects, including healthcare, education, and faith formation, and being an active voice for human rights.   |                                   |  |
| <b>Purpose of Role</b>             | <p>You will lead and facilitate the outworking of our national Schools Strategy across Catholic Mission. You will also be responsible for developing and enhancing the annual Socktober campaign, developing strategies and executing plans for attracting participants and supporters, and overseeing an integrated schools and youth engagement program. You will be responsible for the supervision of the Youth and Schools Engagement Officers in the various metropolitan hubs across the country.</p> <p>For Socktober, this primarily consists of:</p> <ol style="list-style-type: none"> <li><b>Campaign Management</b> – Work with internal stakeholders to develop and deliver a Socktober campaign strategy, including compelling stories, to align with other Catholic Mission campaigns, namely World Mission Month.</li> <li><b>Platform Development</b> – Work with an external suppliers and our Digital Specialist to enhance the Socktober website and fundraising platform by updating web pages, commissioning custom developments and streamlining content.</li> <li><b>Resource Development</b> – Coordinate the annual development of Socktober and Schools collateral and resources, including Mission Packs, Mass and Liturgy resources, and activity sheets, for the purposes of student development and fundraising.</li> <li><b>Marketing Journeys</b> – Working with the Communications Team to develop integrated email marketing journeys for participants, educators, and donors.</li> <li><b>Influencing, Training and Support</b> – Develop the aptitude of staff around the country to deliver the Catholic Mission Schools Strategy, including the Socktober campaign, in a local context.</li> <li><b>Campaign Promotion</b> – Where required, attend meetings, launches, conferences and events to meet with influential stakeholders, represent the organisation, and promote Socktober. Build relationships with ambassadors and potential sponsors.</li> </ol> <p><b>About Socktober</b><br/>           Socktober for Mission Month is a national campaign run by Catholic Mission during World Mission Month in October. Its primary purpose is to bring the global work of mission to students, making it real for them through the unifying 'world game' of soccer. By identifying the similarities, they share with children living in majority world countries, including a love of sport and games, Australian students are inspired to also identify the differences and help to bridge them by kicking goals and raising funds for projects supported by Catholic Mission.</p> |                                   |  |

| Primary Duties & Key Performance Indicators (KPIs)  |   |
|---|---|
| Key Responsibility Areas – Expected End Results   | Key Performance Indicators (KPIs) – Measures of Success   |
| <p><b>1. Campaign Management</b> – Work with internal stakeholders to develop and deliver a Socktober campaign strategy, including compelling stories, to align with other Catholic Mission campaigns, namely World Mission Month.</p>                          | <ul style="list-style-type: none"> <li>• Relevant teams and individuals are consulted in the development of the character and project profile pieces that form the Socktober campaign.</li> <li>• Project budgets are consulted to develop accurate price points for donation handles.</li> <li>• Marketing and promotion plans are developed in consultation with the Communications team to promote the campaign and its stories.</li> <li>• A rigorous process of evaluation is conducted with internal and external stakeholders at the conclusion of the campaign to review and improve the campaign's.</li> </ul>   |
| <p><b>2. Platform Development</b> – Work with suppliers and our Digital Specialist to enhance the Socktober website and fundraising platform by updating web pages, commissioning custom developments and streamlining content.</p>                             | <ul style="list-style-type: none"> <li>• User feedback is gathered and reviewed at end of campaign and annual plan for custom development and improvements to the online Socktober platform is developed.</li> <li>• Necessary developments are made to improve the site within budget and timeframe constraints.</li> <li>• All site content is refreshed and updated on an annual basis to reflect new campaign and on a regular basis during campaign time.</li> <li>• UX and UI of the website are monitored regularly with adjustments made where necessary to improve according to feedback and best practice.</li> <li>• Critical issues are referred to the Funraisin support team in a timely manner.</li> <li>• Feedback and enquiries of a technical nature are addressed with support from the Communications Team and Funraisin where required.</li> </ul> |
| <p><b>3. Resource Development</b> – Coordinate the annual development of Socktober and Schools collateral and resources, including Mission Packs, Mass and Liturgy resources, and activity sheets, for the purposes of student development and fundraising.</p> | <ul style="list-style-type: none"> <li>• Mission Pack resources are delivered on time and to budget, reflecting the issues and themes of focus for the year.</li> <li>• Mass and Liturgy Resources are produced on time and to budget, reflecting the issues and themes of focus for the year.</li> <li>• Relevant collateral is produced to support both the promotion and execution of Socktober, by CM and participating schools</li> <li>• The suite of Teacher Resources is refreshed annually to reflect changes in the program and its themes.</li> </ul>  |
| <p><b>4. Marketing Journeys</b> – Working with the Communications Team to develop integrated email marketing journeys for participants, educators, and donors.</p>  | <ul style="list-style-type: none"> <li>• Email journeys for Teachers, Participants and Donors are planned with the Communications team in accordance with feedback, best practice, Code obligations, and strategy.</li> <li>• Journey content is developed and delivered according to agreed timelines and strategy aimed at enhancing the Socktober experience for participants.</li> <li>• Feedback to email marketing from recipients is monitored and, where required, action taken in a timely manner.</li> </ul>  |

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| <p><b>5. Influencing, Training and Support</b> – Develop the aptitude of staff around the country to deliver the Catholic Mission Schools Strategy, including the Socktober campaign, in a local context.</p>  | <ul style="list-style-type: none"> <li>• Relevant staff are briefed at staff gatherings and one-to-one meetings on developments to the campaign, platform, and program.</li> <li>• Relevant staff report familiarity with the platform and campaign as an outcome of training and development.</li> <li>• Youth and Schools Officers are equipped to deliver the Socktober program in their region.</li> <li>• Staff have a clear understanding of, and are equipped to, outwork the Catholic Mission Schools Strategy in their regions, and meet their respective schools-related KPIs.</li> </ul>  |
| <p><b>6. Campaign Promotion</b> – Where required, attend meetings, launches, conferences and events to meet with influential stakeholders, represent the organisation, and promote Socktober. Build relationships with ambassadors and potential sponsors.</p> | <ul style="list-style-type: none"> <li>• Relevant staff are equipped to attend events, conferences, etc. in their region with appropriate messaging and branding.</li> <li>• Major relevant national and regional conferences involve some level of representation from a CM representative.</li> <li>• Socktober and Catholic Mission’s schools program receives coverage in traditional and social media (collab. With Communications Team).</li> <li>• Partnerships are formed with high profile sporting bodies and individuals to promote Socktober and foster engagement.</li> </ul>   |
| <p><b>7. National Schools’ Strategy</b> – Lead and facilitate the outworking our national Schools Strategy across Catholic Mission.</p>  | <ul style="list-style-type: none"> <li>• Lead the School Community Engagement Committee of internal stakeholders in Socktober and Schools programs, meeting regularly and overseeing our school community engagement strategy.</li> <li>• Coordinate with relevant team leaders across departments to ensure their work and strategies include engagement with schools and is aligned with the national Schools Strategy.</li> <li>• Stay up-to-date on the Catholic schools’ landscape across Australia and make recommendations that improve Catholic Mission’s visibility and engagement.</li> </ul>  |
| <p><b>8. Staff Supervision</b> – Supervise and develop the Youth and Schools Engagement Officers across Australia.</p>   | <ul style="list-style-type: none"> <li>• Ensuring that Annual Operational Plans and Budgets are agreed with Fundraising Director by 30 Nov each year.</li> <li>• Ensuring that Performance Development and Review (PDRs) are conducted with Youth and Schools Engagement Officers annually in Feb-Mar and Objectives and Feedback agreed.</li> </ul>   |
| <p><b>9. Compliance and Best Practice</b> - Comply with all applicable policies, guidelines, and procedures, both internal and external.</p>   | <ul style="list-style-type: none"> <li>• All CM policies and code of conduct are observed and adhered to at all times.</li> <li>• The FIA Code Course is completed at induction, and updates are noted.</li> <li>• Industry best practice is observed and followed.</li> <li>• Breaches of policy or Code are identified and reported where appropriate, in order to eliminate or prevent the abuse of children and/or vulnerable people.</li> <li>• Safe work practices are observed in accordance with training and instruction given.</li> <li>• Risks/hazards are identified and reported where appropriate, in order to eliminate or prevent the risk recurring.</li> <li>• Consultative processes provided by Catholic Mission are engaged.</li> </ul> |

**Challenges of the Position**

- Managing competing priorities as Catholic Mission looks to continue to develop and expand its youth and school engagement strategies.
- Resistance among some schools towards online fundraising. Highly developed negotiation and influencing skills are required to engage schools, students, and the wider community in the program.
- Encouraging a diverse staff around the country to comprehend, embrace, and effectively outwork Catholic Mission’s strategies for youth and schools engagement.
- The role will from time to time include interstate travel. Additional working hours may sometimes be necessary and will result in the accrual of time-in-lieu.
- All of Catholic Mission’s schools programs, including Socktober, have a strong element of Catholic faith formation embedded in them. Successful delivery of these programs requires a contextual grounding in Catholic faith traditions and a passion for sharing our values with students and school communities.

**Skills and Attributes**

**Experience**

- Three years of experience in a similar or relevant role managing campaigns, products or projects, and/or leading strategy development and execution.
- Demonstrated experience of managing a campaign or project end to end, including planning, execution, monitoring and evaluation.
- Experience developing an annual campaign or program strategy desirable.
- Experience facilitating faith-based formation and/or education in a faith-based setting, e.g., youth group or classroom desirable.
- Experience presenting in public settings, e.g., events, conferences, gatherings desirable.
- Experience working with content management systems (e.g., Funraisin, WordPress) desirable.

**Skills**

- Outstanding written and verbal communication skills, including the ability to concisely articulate complex concepts to diverse audiences, both Catholic and secular.
- Ability to develop, review and refine strategy.
- Ability to influence others and sell an idea.
- Excellent project management skills across broad stakeholder groups.
- Vision for enhancing various aspects of a program to meet changing annual targets.
- A team player with highly developed collaborative skills.
- Ability to analyse and solve problems.
- Ability to work independently with sound time management and organisational skills.
- Digital skills, including in content management systems.
- Presentation, facilitation, and teaching skills. Comfortable presenting to groups of different sizes.

**Knowledge**

- Understanding of, and commitment to represent Catholic principles, values, and global mission.
- Familiarity with the Catholic Education Sector in Australia desirable.
- A tertiary qualification in a relevant discipline, e.g., Fundraising, Communications, Marketing, Education, Management, Theology, or International Development.
- Familiarity with online software, including Microsoft Office suite, Adobe Creative Cloud, and Dropbox.
- Knowledge of fundamental principles of fundraising and communications.

**Other**

- All applicants must be eligible to work within Australia.
- A National Criminal History Check is required for this position.
- Ability to obtain a Working with Children Check in every state/territory is required for this position.
- This position requires occasional interstate travel.
- This position requires a driver’s licence.
- 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"/> You will receive a Mobile Phone Allowance of \$325pa.<br><input checked="" type="checkbox"/> Capacity to work outside standard business hours. |  |                       |  |
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| Key Stakeholders/Relationships   |  |                       |  |
| <b>Internal</b>  | <ul style="list-style-type: none"> <li>Fundraising Director</li> <li>Youth &amp; Schools Engagement Officers</li> <li>Fundraising Team</li> <li>Mission Formation Manager and Team</li> <li>Digital Specialists</li> <li>Diocesan Directors</li> </ul> | <b>External</b>       | <ul style="list-style-type: none"> <li>School Principals</li> <li>School Executive</li> <li>Religious Education Leaders and teachers</li> <li>Catholic Education Office executives and staff</li> <li>Funraisin account manager and support staff</li> <li>Parents and Supporters</li> </ul> |
| PREPARED BY  |  | REVIEWED BY           |  |
| <b>Name</b>  | Adrienne Williams  | <b>Name</b>           | Sharon Messina   |
| <b>Position Title</b>  | Fundraising Director   | <b>Position Title</b> | HR Director  |
| <b>Date</b>  | 22/09/2023   | <b>Date</b>           | 22/09/2023   |
| AUTHORISATION  |  |                       |  |
| <b>Name</b>  | Brian Lucas  |                       |  |
| <b>Position Title</b>  | National Director  |                       |  |
| <b>Date</b>  | 26/09/2023   |                       |  |