

## Director of Communications and Engagement Information Pack

### 1. About Catholic Religious Australia

Catholic Religious Australia (CRA) is the peak body for Leaders of Religious Institutes and Societies of Apostolic Life resident in Australia. The membership comprises 150 congregations of sisters, brothers and priests, who live and minister in all states and territories across Australia.

Established by the authority of the Holy See in Rome, CRA promotes, supports and represents religious life in the Australian Church and in the wider community. CRA facilitates coordination and cooperation of Religious with Church bodies and with other organisations.

CRA carries out work which is common across congregations while also supporting the autonomy, nature and spirit of each. CRA serves the Leaders of congregations through the provision of services and amplifies the voice of Religious so that it is heard more widely and clearly, both within the Church and more broadly.

#### VISION

CRA's vision is to animate Christ's Gospel through the prophetic voice of Religious.

#### MISSION

As the representative body of Religious Institutes and Societies of Apostolic Life in Australia, CRA animates contemporary religious life and gives expression to the prophetic voice of religious by facilitating collaboration and supporting leaders to meet emerging challenges.

#### VALUES

CRA's values are Attentiveness to the Spirit; Compassion; Service; Inclusivity; Integrity and Courage.

### 2. Overview of Position

The Director of Communications and Engagement (DCE) position is both strategic and operational, with a focus on communication management and membership engagement. Its purpose is to assist the National Executive Director:

- to facilitate, coordinate and implement the initiatives of the President, Council and Secretariat with a particular focus on communications;
- to provide services which promote and enhance the leadership ministry of our members, through a range of engagement initiatives; and

- to extend the profile and influence of CRA in Church and public arenas through the management of CRA's communications and the amplification of the voice of Religious.

### 3. Organisational Chart

Please refer to the organisational chart attached.

### 4. Term

This role is a fixed term 2-year part-time position, working 4 days per week. It is expected that the successful applicant will commence in February 2024.

### 5. Location

This role is located at CRA's office at 9 Mount St, North Sydney. Some inter-state travel may be required. Working from home two days a week may also be possible.

### 6. Selection Criteria

You are required to address each of the selection criteria listed below in a separate written statement of no more than 2 pages. Your suitability for the position will be assessed against the following criteria:

1. A demonstrated commitment to the ethos and values of the Catholic Church, and a willingness to commit to the mission and values of Catholic Religious Australia
2. Experience and/or tertiary qualifications in communications and media
3. A demonstrated ability to effectively undertake project management
4. A demonstrate ability to effectively manage multiple publications
5. A demonstrated ability to effectively undertake event management
6. A demonstrated ability to build and maintain networks across a variety of internal and external stakeholders through appropriate communications

### 7. Remuneration

An attractive remuneration package is being offered for this key role, commensurate with experience.

### 8. How to Apply

Please submit the following documents as your application for this position:

1. A covering letter of no more than 1 page outlining why you would like to perform this role and why you believe that you would be successful in this role;
2. A statement of no more than 2 pages, which addresses the Selection Criteria in section 6 above; and
3. Your Resume.

*Applications are to be sent to:*

Taylor Coutinho  
Executive Administrator  
Catholic Religious Australia  
at [ea@catholicreligiousaustralia.org.au](mailto:ea@catholicreligiousaustralia.org.au)

## 9. Closing Date

Applications close on 14 December 2023. Interviews will take place on Tuesday 19 December 2023 in North Sydney.

## 10. Position Description

Attached is the position description.

## Position Description

### Director of Communications and Engagement

<b>Reporting to:</b>	National Executive Director of Catholic Religious Australia (CRA)
<b>The Position:</b>	<p>The Director of Communications and Engagement (DCE) position is both strategic and operational, with a focus on communication management and membership engagement. The primary purpose of the position is to assist to the National Executive Director in:</p> <ul style="list-style-type: none"> <li>• facilitating, coordinating and implementing the initiatives of the President, Council, Secretariat and other CRA groups with a particular focus on communications</li> <li>• provide the membership with services which promote their ministry of leadership</li> <li>• extend the profile and influence of CRA in Church and public arenas, supporting the management of CRA's communications within the broader community</li> </ul> <p>The key aim of the DCE is to work effectively and collaboratively alongside the National Executive Director in serving the mission and vision of CRA.</p>
<b>Responsibilities:</b>	The DCE is accountable to the National Executive Director and will:
<i>Mission support:</i>	<p>Support the National Executive Director in the development of the work of CRA by:</p> <ul style="list-style-type: none"> <li>• Enlivening the vision and mission of CRA</li> <li>• coordinating and implementing initiatives of the Council</li> <li>• assisting in identifying priorities for the Council's attention</li> <li>• assisting to develop strategic opportunities and responses to issues, media or projects</li> </ul>
<i>Relationship Management:</i>	<p>Support the National Executive Director in providing services which extend the profile and influence of CRA through building relationships with other Church and civic bodies. Tasks involved will include but are not limited to:</p> <ul style="list-style-type: none"> <li>• being available for general CRA enquiries and networks with members in relation to common interests</li> <li>• developing lines of communication and fostering CRA's relationships with Bishops and relevant Church bodies</li> </ul>

<p><i>Communications and Engagement</i></p>	<p>Collaborate with the National Executive Director to establish systems that support effective communication with a range of internal and external stakeholders by:</p> <ul style="list-style-type: none"> <li>• developing and implementing communication strategies designed to maximise the public profile of CRA</li> <li>• identifying process improvements in relation to delivering member benefits</li> <li>• providing regular communication to members, through print, digital and other media, which furthers the projects and interests of CRA</li> <li>• overseeing CRA's five regular publications: Annual Report; Pathways; Bulletin; Just Now; Communique; and any other new publications which emerge</li> <li>• preparing a media strategy including direct media liaison and being the first point of contact for media enquiries</li> <li>• evaluating and reporting on the success of specific communications and engagement initiatives</li> <li>• ensuring consistency of CRA branding and messaging across all printed and digital materials, including publications, resources and website.</li> </ul>
<p><i>Information Management:</i></p>	<p>Take responsibility for:</p> <ul style="list-style-type: none"> <li>• managing CRA's website including publishing content to public site and members'-only portal</li> <li>• developing protocols and managing the database (including distribution lists)</li> <li>• developing and managing social media</li> <li>• developing content including articles and video material for the website and YouTube channel</li> </ul>
<p><i>Events Management:</i></p>	<p>Take responsibility for:</p> <ul style="list-style-type: none"> <li>• Organising the CRA National Assembly, professional development events and formation opportunities which are significant to member engagement</li> <li>• event management systems</li> <li>• working with the National Executive Director on preparing and implementing the yearly budget of the areas for which the DCE is responsible and ensure such financial areas are dealt with appropriately.</li> </ul>
<p><i>Membership Engagement:</i></p>	<ul style="list-style-type: none"> <li>• Assist the National Executive Director in undertaking the tasks associated with servicing the CRA membership by: <ul style="list-style-type: none"> <li>○ developing relationships and facilitating networking with Area Networking Groups of CRA throughout Australia</li> <li>○ enhancing relationships with Catholic entities which promote ministries that Religious Institutes have traditionally provided to the broader community</li> <li>○ being responsive to the emerging needs of members</li> </ul> </li> </ul>

<p><i>Membership Engagement (cont'd):</i></p>	<ul style="list-style-type: none"> <li>• Promote members' ministries of leadership</li> <li>• Assist the National Executive Director to coordinate the combined efforts of the CRA membership which strive to achieve more fully the purpose of each institute while respecting the autonomy, nature and spirit of each. networking with Religious Institutes in relation to issues of common interest</li> </ul>
<p><b>Relationships:</b></p>	<ul style="list-style-type: none"> <li>• National Executive Director</li> <li>• President, Council, Committees, groups and members of CRA</li> <li>• CRA Staff and contractors</li> <li>• Religious institutes and Bishops/dioceses</li> <li>• Catholic agencies</li> <li>• Government and other agencies</li> <li>• Catholic and other communications bodies</li> <li>• Members of the public</li> <li>• Communications personnel in Religious Institutes and Dioceses</li> </ul>
<p><b>Qualifications:</b></p>	<p>It is necessary that the DCE has the following:</p> <ul style="list-style-type: none"> <li>• A tertiary qualification preferably in communications and a minimum of 3 years' experience in a communications role, or significant experience in a range of communications roles</li> </ul>
<p><b>Knowledge and Experience:</b></p>	<p>It is necessary that the DCE has the following:</p> <ul style="list-style-type: none"> <li>• An understanding of the Catholic Church, CRA and its mission</li> <li>• Experience in strategy and translating strategy into successful operational outcomes</li> <li>• Well-developed relational and rapport building skills</li> <li>• Experience in project management</li> <li>• Experience in a management role involving supervision of staff</li> <li>• Excellent organisational skills and the ability to prioritise</li> <li>• Experience in the management of databases</li> <li>• Experience in event management</li> <li>• High level skills in contemporary computer applications including the Microsoft Office suite and preferably web content management systems</li> </ul>

<p><b>Attributes:</b></p>	<p>It is necessary that the DCE has the following attributes:</p> <ul style="list-style-type: none"> <li>• Demonstrated commitment to CRA's mission and values</li> <li>• A personal commitment to Catholic teachings, faith, ethos, values and mission of the Catholic Church</li> <li>• Excellent interpersonal skills</li> <li>• Demonstrated commitment to service and a willingness to be accountable for performance</li> <li>• Ability to operate with discretion and maintain strict confidentiality</li> <li>• Ability to perform under pressure</li> <li>• Ability to work collaboratively and consultatively across a wide spectrum of stakeholders</li> <li>• A personal sense of warmth and welcoming</li> </ul>
<p><b>Performance Measures:</b></p>	<p>The performance of the DCE will be assessed having regard to:</p> <ul style="list-style-type: none"> <li>• Successful outcomes of the major responsibilities of the role</li> <li>• Achievement of the agreed objectives of any work plans</li> <li>• Service levels and the level of satisfaction expressed by key stakeholders in respect of the individual performance of the DCE and the collective performance of CRA</li> </ul>



# ORGANISATION CHART

