



## POSITION DESCRIPTION

<b>POSITION TITLE</b>	<b>Communications Manager</b>
<b>UNIT</b>	Governance, Strategy and Corporate Services
<b>REPORTS TO</b>	Chief Operating Officer
<b>DIRECT REPORTS</b>	Two

<b>STATUS</b>	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Casual
<b>TENURE</b>	<input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Fixed Term _____ yrs or months <input checked="" type="checkbox"/> Regular Hours – No of Hours/Week: 38 <input type="checkbox"/> Varying Hours – No of Hours / Week: _____ (Est)
<b>CLASSIFICATION</b>	PAO Level 6

<b>WRITTEN BY</b>	Position/s: Chief Operating Officer Person/s: Maree Lacey
<b>DATES</b>	Date Written/Reviewed: 19/03/2024 Due for Next Review: December 2024
<b>EFFECTIVE FROM</b>	8 April 2024

# POSITION DESCRIPTION

## Communications Manager



### Organisational Environment

The Queensland Catholic Education Commission (QCEC) is a 15 member body established by the Catholic Archbishop of Brisbane and the Bishops of Cairns, Townsville, Rockhampton and Toowoomba (the Bishops of Queensland) to support and advance Catholic education in Queensland.

The role of QCEC is essentially strategic and a partnership with the five Diocesan and seventeen other Catholic school authorities that administer and manage schools across the state. QCEC is the peak body for Catholic education in Queensland and is the entity recognised by governments for the purpose of funding.

The Bishops of Queensland and those acting for ministerial public juridic persons (including Religious Institutes) which operate Catholic schools in Queensland have delegated the following authority and functions to QCEC:

1. Authority and prime responsibility for state-wide policy making, research, advocacy, reporting and negotiations concerning government funding, industrial relations and public relations on state-wide issues.
2. Authority and collaborative responsibility to work collaboratively, in policy-making and action, in areas in which other educational authorities have primary responsibility for such policy-making and action
3. Authority and responsibility on an 'ad hoc' basis through a consensus of the Commission, to provide services on request or be involved in projects as requested and on behalf of other educational authorities.

A number of committees have been established by the Commission to inform its decision making. The Commission is provided with operational support by a Secretariat of around 40 staff who report via unit groups through to the Executive Director QCEC.

In accordance with its Mission Statement, the QCEC Secretariat is constantly mindful of education in the wider mission of the Catholic Church and seeks that all employees support QCEC's vision, mission and values.

### Purpose of the Position

The position of Communications Manager exists to assist the Queensland Catholic Education Commission carry out its constituted delegations and achieve its strategic objectives.

It is essential for the Commission to communicate with Catholic School Authorities and schools as well as stakeholders, government and public policymakers, clergy, parents and others in the Catholic and general community about its key activities and decisions. The role holder is responsible for the initiation, organisation and carriage of a range of communication services across all facets of the Commission's activities.

Operationally, the purpose of the position is to provide strategic communications services to the Commission through the Executive Director, and to QCEC stakeholders, and manage media and communications to advance the public presentation and positioning of QCEC.

## Key Responsibilities of the Position

### Strategic communications advice and management to QCEC and its stakeholders to advance the public presentation and positioning of QCEC

- Develop and implement strategic communication plans aligned with organisational goals and objectives.
- Create compelling content for various communication channels, including website, social media, newsletters, press releases, and marketing materials.
- Manage and maintain the organisation's digital presence, including website management and social media platforms.
- Cultivate and maintain relationships with media outlets, journalists, and relevant stakeholders to secure coverage and promote key initiatives.
- Coordinate and oversee the production of multimedia assets, including videos, graphics, and other visual content.
- Develop and implement processes for issues management, including monitoring public perception, identifying potential issues, and developing response strategies in collaboration with relevant stakeholders.
- Represent QCEC on relevant external committees.
- Monitor and analyse communication metrics to assess the effectiveness of strategies and identify areas for improvement. Conduct analysis and develop strategies for effective stakeholder engagement, including regular communication, feedback mechanisms, and relationship building.
- Stay informed about industry trends, emerging technologies, and best practices in corporate communications.

#### Key Performance Indicators

- *Strategic communications advice is sound and timely*
- *Strategic communication and promotion plans are of high quality, reflective of QCEC mission and values, and delivered within agreed timeframes*
- *QCEC external communications are penetrative and effective*
- *Stakeholder recipients value the advice and support provided*
- *Information provided to the media is clear, relevant, accurate, timely and appropriate in relation to applicable sensitivities*
- *Able to build, develop and maintain effective relationships with the media and other key stakeholders*
- *Events are managed effectively, and successfully promote and enhance QCEC's profile*
- *QCEC communications reflect contemporary industry standards*

### Brand and reputation management

- Ensure QCEC brand integrity is maintained and developed.
- Position QCEC as an authoritative voice on key issues relevant to Catholic Education in Queensland.
- Manage sponsorships to ensure they align appropriately with the QCEC brand.

#### Key Performance Indicators

- QCEC has a strong brand easily recognised and respected by key stakeholders
- QCEC's visual branding is used effectively and consistently
- QCEC's brand is only aligned with reputable partners who demonstrate shared values.

### Internal Communications

- Contribute to the development of positive staff culture through innovative internal communications.
- Support all areas of the secretariat in communicating about change processes and other relevant issues.

### Key Performance Indicators

- QCEC internal communications are penetrative and effective
- Staff are informed of relevant changes in a timely way
- Internal communications increase staff engagement with organisational goals

## Reporting Arrangements

Overall reporting responsibility for the position is to the Executive Director. On a day to day basis the position reports to the Chief Operating Officer.

The position also entails important working relationships with:

Director - Education  
Chief Financial Officer

## Position Dimensions (only for those staff who have staff reporting to them)

Direct Staff reports	2
Secretariat staff	38

## Decision Making Authority

Direct Staff Reports	Communications & Content Officer; Executive Officer - Communications
Policy	Interprets and applies policies; develops new policies for formal approval
Operational	Prioritises workloads within agreed timeframes; executes relevant decisions made by the Commission, the Executive Director and Chief Operating Officer; works collaboratively on designated projects with staff of QCEC, Catholic School Authorities and other agencies.
Financial	Expenditure of funds subject to approved budgets and authority limits; recommends expenditure beyond budget for approval by Executive Director

## Organisational Requirements

Commitment	Demonstrates consistent support for the vision, mission and values of QCEC, and contributes to an equitable, safe and healthy work environment free from discrimination, harassment and bullying.
Compliance	Complies with QCEC Secretariat policies, procedures and protocols as promulgated from time to time.

## **Key Qualifications, Experience, Skills and Attributes**

- Support for the vision, mission and values of QCEC and support for the mission and ethos of the Catholic Church.
- Bachelor or higher degree in communications, marketing, public relations, or a related field.
- Proven experience in developing and implementing successful communication strategies in a nonprofit, educational, or religious organisation context.
- Excellent written and verbal communication skills, with the ability to craft clear, compelling messages tailored to diverse audiences.
- Experience in media relations, including pitching stories, writing press releases, and cultivating media partnerships.
- Strong digital proficiency, including experience with Wordpress, social media platforms, and email marketing tools.
- Demonstrated ability to collaborate effectively with cross-functional teams and stakeholders at all levels.
- Creative thinking and problem-solving skills, with a keen eye for detail and design.
- Commitment to participate in and contribute to building a positive and collaborative staff culture.