



## CATHOLIC ARCHDIOCESE OF MELBOURNE

### 1. POSITION DESCRIPTION

Position Title:	Communications Officer
Department:	Communications Office
Location:	St Patrick's Centre
Employment Status:	1.0 FTE
Reports to:	Communications Manager

### 2. POSITION PURPOSE

Reporting to the Communications Manager, the Communications Officer will research and develop content for a range of media (website, print, videos, social media, etc.) that promotes the Good News of Jesus Christ, and illustrates the richness of the Catholic faith and its lived expression within the Archdiocese of Melbourne.

### 3. ORGANISATIONAL DESCRIPTION

The Archdiocese of Melbourne through its ministries and agencies is at service of the people of God, planting the Gospel of Jesus Christ into their communities and lives daily.

Presided over by the Archbishop of Melbourne, the Archdiocese comprises around 1.1 million Catholics, and is the largest Archdiocese in Australia 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 of: 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.

### 4. KEY ACCOUNTABILITIES

1. The Communications Officer will research and write copy for the weekly *Melbourne Catholic* newsletter and print publication, as directed by the Communications Manager and Senior Content Producer
2. In collaboration with the team, research and write content on a weekly basis for CAM social media channels, as well as other media including video (scripts) and the Archdiocesan website
3. Develop and pitch story ideas that will encourage a deeper understanding of the Gospel and its expression within the Archdiocese
4. As directed by the Communications Manager, develop copy for a range of Archdiocesan campaigns and projects (including being available to other internal agencies depending on the project)

5. In collaboration with the team, contribute to content strategies by doing audience research, monitoring website and social media analytics, current trends and through creative ideation
6. Simultaneously manage multiple projects with short deadlines
7. The Archdiocese may require you to undertake other duties from time to time commensurate with your qualifications, knowledge, experience and ability
8. Takes reasonable care to protect the health and safety of themselves, fellow staff and others in the workplace.

## 5. JOB COMPETENCIES – (SKILLS)

- Possess a strong understanding of the values and teachings of the Catholic Church, and an ability to appreciate and respect its lived experience
- Have at least 3-5 years' demonstrated experience in content production
- Possess strong creative thinking skills with an ability to work within tight deadlines with minimal supervision
- Excellent written and oral communication skills
- Proficiency in a range of social media platforms and experience using various CMS (Craft, MailChimp desirable).
- Experience in writing for Christian publications highly desirable
- A Bachelor's degree (or higher) in Journalism, Marketing, PR or Communications
- Current practising certificate (essential)
- National Police record check (essential)
- Working with Children Check (essential)

## 6. PERSONAL COMPETENCIES – (ATTRIBUTES)

- A strong commitment to the values and teachings of the Catholic Church and ethos of the Archdiocese with a motivation to work within a local and national Church environment.
- Sound time-management skills and ability to prioritise.
- Excellent interpersonal, verbal and written communication skills.
- High level of attention to detail, quality and accuracy.
- Ability to multi-task and work quickly and efficiently.
- High level of integrity, honesty and confidentiality, with an awareness and appreciation of Catholic Social Teaching.
- Ability to work collaboratively within and across departments, agencies, ministries and parishes of the Catholic Archdiocese of Melbourne and its partners.

## 7. 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.

Our Reform in the Walking program identifies the following values:

- Collaborative and can build engagement around a common purpose
- Energy and Passion for Gospel Mission – be informed by the needs of the people you serve – communities, poor, young and families
- Flexible and agile in how to respond to ever changing needs
- Accountability and delivery
- Foster solutions within the communities
- Stewardship Care

## 8. POSITION DESCRIPTION ACKNOWLEDGEMENT

I have received, reviewed and fully understand the position description for Copywriter. 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 \_\_\_\_\_