

Position Description

POSITION TITLE:	Media and Communications Officer
REMUNERATION SCALE:	Grade 4
FULL TIME EQUIVALENT:	1.0 FTE
HOURS PER WEEK:	37.5
LOCATION:	Braddon, ACT
AUTHORISING OFFICER:	Media and Communications Director
DATE:	September 2026

Primary Objective

The primary objective of this role is to develop and implement media and communications activity in traditional and social media and through multimedia content and graphic design to support the Australian Catholic Bishops Conference (the Conference), its secretariat, agencies, offices and councils, as well as the broader work of the Catholic Church and its ministries across the country.

Position Impact

The Media and Communications Officer does not manage a budget or supervise other workers.

Major Accountabilities

- Create and execute graphic design concepts across a range of mediums, including social media graphics, documents and reports, logos, advertisements, multimedia content and campaigns.
- Research and create content for traditional media and digital content, which is engaging and aligned with agreed Conference messaging. Digital content may include videos, blogs, podcasts, photos, infographics etc.
- Develop and execute social media strategy, campaigns and content plans across all channels aligned with the Conference's priorities – including Facebook, Instagram, YouTube and other channels as they are adopted.

- Manage and moderate the Conference's social media channels to engage the community, effectively communicate Conference priorities and promote the Gospel of Jesus Christ. This includes monitoring and reporting on social media activity.
- Support the Media and Communications Department's four major ongoing projects (CathNews, Mass for You at Home, the Official Directory and the Australian Catholic Communications Congress).
- Provide communications support to Conference commissions, agencies, departments and offices.
- Provide input into risk management of issues on traditional and digital media.
- Undertake other duties relating to the Australian Catholic Bishops Conference's internal and external communications, such as the annual report.

Organisational Environment

The Australian Catholic Bishops Conference has mandated the General Secretariat to provide executive support to the Permanent Committee and the Bishops Commissions, as well as provide back-office services to small- to medium-sized agencies, and provide a coordination role of agency activities on behalf of Bishops Commissions.

The Media and Communications Department fulfils the General Secretariat's mandate in the broad function of media and communications, and seeks to utilise all forms of communications technology to maximise the Conference's reach to the Church and the broader community in Australia.

The Media and Communications Director is accountable to the General Secretary in directing this function.

The Media and Communications Officer is accountable to the Media and Communications Director for the day-to-day operation of this position.

Risk and Work Health and Safety

Observe safe work practices in accordance with training and instruction given and report any risk to your immediate supervisor. Risks arising in the workplace may be financial, site-, task- or person-specific or related to safety.

Comply with the Conference's corporate work health and safety practices.

Identify, report and, where appropriate, action risks/hazards in order to eliminate or mitigate against the risk recurring.

Participate in the consultative processes provided by the organisation.

Safeguarding

To the extent that it applies to this position:

Comply with best practice for safeguarding of children and vulnerable people in accordance with established laws, standards and organisation procedures.

Promote and implement safeguarding training (including induction and ongoing training), safeguarding practices and record-keeping within the agency.

Key Communications

Media and Communications Director: day-to-day operations of the Media and Communications Department.

The Editor (CathNews): placement and design of digital advertising.

Conference staff and advisory bodies: research and develop content and ensure agreed messaging.

Catholic communications colleagues: develop strong communication networks and promote agreed messaging.

Job Environment

The Media and Communications Officer is required to use new and innovative approaches to develop content for both traditional and digital media. The field of digital media is rapidly developing and a mix of routine and non-routine tasks will be required. The Media and Communications Officer will work within set boundaries and guidelines, while respecting and learning from feedback.

The nature of the work and the necessity to respond to the media as it happens involves careful planning, a high level of personal organisation and flexibility, the ability to meet tight deadlines. While most work is completed during standard office hours, on occasion the position may be required to work a non-standard business day or attend events out of hours and at weekends.

Accountability (Independence and Influence)

The Media and Communications Officer will make day-to-day decisions which fall within established procedures and guidelines.

The Media and Communications Officer will make decisions on published content in consultation with the Media and Communications Director and relevant stakeholders.

The Media and Communications Officer will refer all decisions that are outside established policies and procedures to the Media and Communications Director.

Reasoning

This role operates in a rapidly changing environment. There is a strong requirement to identify and define emerging issues of major professional and community concern. The role is required to work within organisation-wide policies and to manage specialised projects. Guidance is available within the required timeframes.

Challenges

Developing a social media strategy that aligns with the Bishops Conference's priorities.

Working in an issues-rich social media environment and providing timely moderation of social media channels – including outside of normal business hours as required.

Overseeing the development of material that honours the autonomy of Conference entities while understanding the benefit of organisational harmony.

Integrating social media activity with wider communications and media activity – as well as working to form relationships with colleagues in similar roles across the country to disseminate content relevant to our national audience.

Knowledge, Skills and Experience

- A minimum of two years' experience managing social media channels and developing innovative social media content.
- Experience developing innovative and engaging digital content and traditional media content for a range of audiences.
- Experience managing and implementing paid social media campaigns and providing social media measurement.
- Excellent writing skills and verbal communications and a proven track record of creating high-quality content, with strong attention to detail.
- Understanding of and experience delivering high-quality graphic design across a range of mediums.
- A good working knowledge of all forms of media, including print, electronic and broadcast media.
- The ability to communicate, build working relationships and engage with a diverse range of individuals and organisations, including those whose views may differ from those of the Catholic Church.
- Professional day-to-day experience with the Microsoft Office suite, the Adobe Creative Suite, G-Suite, electronic newsletters (e.g. Pardot, MailChimp) and other relevant tools and software.
- Familiarity with website content management systems, including Wordpress and Joomla.
- Familiarity with the Salesforce customer relationship management platform.
- Tertiary qualifications in communication or a related field would be an advantage.
- An understanding and willingness to work within the mission and identity of the Catholic Church.

Employment Screening

National police check

Current drivers licence