



Chancery Office Bethany Centre,
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POSITION DESCRIPTION

Communications Manager

Department	Communications Services
Reporting Line	Head of Communications & Engagement
Direct Reports	<ul style="list-style-type: none">Graphic and Multimedia Designers x 2
Key Stakeholders	<ul style="list-style-type: none">Chancery OfficeParishes and ClergyAgencies and Ministries e.g., CatholicCare, Community Ventures, Catholic Schools, MET, Catholic FoundationExternal contractors e.g., digital agencies
Employment Type	Permanent Full Time
Location	Bethany Centre, Diocese of Parramatta
Employment Conditions	Award Free

ROLE PURPOSE

The Communications Manager oversees the digital communications strategy for the Diocese of Parramatta. Reporting to the Head of Communications and Engagement, this position will work together with the Head to co-create the digital, brand, and marketing strategies for the Diocese. This position is accountable for strategy delivery across all digital platforms including but not limited to Diocesan websites, microsites, and social media. The Communications Manager will work closely with the Communications Manager to implement the overall Communications Strategy for the Diocese. The Communications Manager will also focus on building the capabilities of their direct reports.

Catholic Identity and Mission

As an employee with the Diocese of Parramatta, it is expected that in this role you will be supportive of, lead and promote the mission and vision of the Catholic Church, including participating in staff liturgical and formation opportunities. Additionally, it is expected that during the course of your work, you will promote and be driven by the Chancery values of Collaborate, Respect, Celebrate and Strive.

KEY ACCOUNTABILITIES

Digital Strategy and Execution

- Develop the digital strategy in conjunction with the Head of Communications and Engagement.
- Execute the digital strategy and deliver new and engaged audience groups to the Diocese and Church.
- Delivery monthly reporting and analysis.
- Manage all digital agencies and contractors.

Brand and Marketing

- Be the brand steward, ensuring all brand usage is within brand guidelines.
- Manage all branding and co-branding requests.
- Manage any changes to branding guidelines.
- Manage all paid channels.
- Create a centralised merchandise system.
- Manage external brand and marketing contractors and suppliers.

Creative lead

- Ensure all creative outputs are fit for purpose, delivering to their intended purpose – e.g., informational vs inspirational and engaging.
- Lead on creative content and design.

Systems and processes

- Implement new systems and processes to create efficiencies and maintain brand integrity.
- Educate users on new systems and processes and maintain each systems' integrity.

Stakeholder management

- Collaborate with stakeholders across the Diocese to support the Bishop in service of our mission of 'going out into the deep.'
- Assist other business units with their individual communications needs.
- Link the critical communications functions to other business units.
- Contribute to a collaborative, positive team culture where the skills and talents of each individual are utilised and celebrated and where the capabilities of graphic designers are developed.

ESSENTIAL REQUIREMENTS OF THE POSITION

Qualifications Licences and Competencies

- Tertiary Qualifications in Media, Journalism or Communications
- Current Drivers Licence
- Current Working with Children Check Clearance

Skills and Experience

- A minimum of 8 years' experience working in a similar communications/media/journalism role covering traditional and digital media.
- 5+ years' experience in digital marketing including demonstrated experience in executing digital strategies across websites, social media and other digital platforms e.g., podcasts etc.



- Demonstrated ability to keep abreast of digital trends and implement successful SEO, SEM SMM strategies.
- Experience in the use of both mainstream and niche digital platforms, awareness of industry developments and audience trends, and a technical understanding of all digital platforms.
- Demonstrated ability to create digital reports and analysis and amend strategies where necessary.
- Experience in structural editing, copy editing and proofreading.
- Demonstrated experience in leading and managing a team.
- High level communication skills (written and oral).
- Substantial time management and organisational skills with the ability to work to tight deadlines and deliver under pressure.
- Experience in working collaboratively and advising senior leadership.
- Excellent stakeholder and interpersonal skills, to positively build effective working relationships, drive engagement, motivate staff and influence culture.

The Diocese of Parramatta is a modern working environment that requires the agility of staff to respond to the changing needs of our communities. The Diocese may amend the duties and responsibilities of staff in accordance with changing circumstances and business needs.

The Diocese of Parramatta is a child safe organisation and is committed to providing child safe communities that recognise and uphold the dignity and rights of all children, young people, and vulnerable adults.

The Diocese of Parramatta is respectful and accepting of individual differences and is committed to embracing diversity and treating all people with dignity. In all that we do in the course of our work, the Diocese of Parramatta acknowledges the traditional custodians of the lands in which the Diocese of Parramatta sits, the land of the Darug and Gundungurra people.



Acceptance

I, NAME, have read and understood the expectations as set out in this position description.

Signature of Employee

Signature of Witness

Name of Employee

Name of Witness

Date

Date



Chancery Values



**Grounded in the Gospel values,
we are Ambassadors of Christ.**



The Parramatta Way of Safeguarding is to...



Act with Justice, and state that we have a zero tolerance for any form of abuse or harm to children or any person

Act with justice and ensure that laws and obligations are upheld, and safety is paramount

And it is to

Love tenderly, as we accept all who come to the Diocese of Parramatta from all walks of life, cultures, and abilities

Love tenderly, as we accept any person for who they are and where they are at in their lives

Love tenderly, as we look after and prioritise children and care for those who may be in a difficult situation or at risk of harm for whatever reason

Love tenderly, as we are servants of the Church, and our role is to walk beside you and support you

And acknowledge

The traditional custodians of the land in which the Diocese of Parramatta sits - the Darug and Gundungurra people

The lifelong trauma of abuse victims and those failures of the Church to protect children and all adults at risk

The diversity of many cultural groups that reside in Parramatta creating a kaleidoscope of diversity and beliefs that are valued and respected

And celebrate the talents and gifts of the community and families of all abilities

And promote

The principles of Catholic social teaching of dignity, respect, association, participation, support for the vulnerable, solidarity, stewardship, subsidiarity, equality and the principle of the common good.

*"This is what the Lord asks of you: only this, to act justly, to love tenderly and to walk humbly with your God."
(Micah 6:8)*

