



## Position Description, Communications & Marketing Coordinator

Program:	Social Impact Unit
Location:	Tower Road, Newtown
Reports To:	Group Manager Strategy & Social Impact
Approved by:	Chief Executive
Version:	December 2021
Award:	Social, Community, Home Care and Disability Services Industry Award 2010
Classification:	Level 5
Full Time Equivalent:	1.0 x FTE – Permanent
Clearances Required:	Working with Vulnerable People registration (Tasmania); National Police Criminal History Check

### Our Mission

CatholicCare engages to further the healing and saving mission of Jesus Christ in the world by conducting works that enable healing of the whole human person. We seek to enhance the human life of people by offering the full Christian vision for human life. CatholicCare seeks to foster a love for the poor and the vulnerable, a spirit of humble service, of mercy and compassion for all.

### Our Values

Our values are informed by Catholic Social Teaching which provides a rich treasure of wisdom about building a just society and living our lives amidst the challenges of modern society:

- Respect for the life and dignity of every human person as created by God.
- Promotion of the family as the fundamental cell of society.
- Compassion and service.
- Mercy, the love of self and love of neighbor.
- Solidarity and fraternity in pursuit of the Common Good.
- Preference for the poor and the vulnerable.
- The dignity of work and the rights of the worker.
- Stewardship and care for God's Creation.
- Honesty, integrity and faithfulness.

### Organisational Environment

CatholicCare Tasmania (CCT) is the primary social services agency of the Catholic Church across Tasmania. We have over 60 years' experience delivering a wide range of services and support to improve individual, family and community wellbeing. Our services are available to all with a particular focus on families, young people and children.

We are accredited by the Australian Childhood Foundation (ACF) as a Safeguarding Children organisation. CatholicCare is committed to safeguarding children, young persons and vulnerable adults in all programs, activities and recruitment. In its delivery of services to vulnerable persons, CatholicCare Tasmania requires the

highest level of ethical and moral practice. This needs to be exemplary in the delivery of services to children, who constitute arguably, the most vulnerable group of all.

Adherence to CatholicCare Tasmania's Safeguarding Children Principles and Children's Policy are mandatory for each worker and are issued to each worker at commencement. All workers must be committed to upholding the guidelines and policy to ensure that unsafe practices in these areas are minimised if not eliminated.

### **Position Context**

The Communications & Marketing Coordinator collaborates with key internal and external stakeholders to deliver on the organisation's communication needs through a collaborative approach to understanding the organisation and the program and organisation needs.

Whilst primarily a communication coordinator role, a background or some experience in marketing would be an advantage.

### **Key activities:**

- Coordinate, and when required prepare content for a range of reports, documents, newsletters and other communications materials.
- Develop creative internal and external collateral in a variety of formats.
- Provide support for various (tender) submissions to ensure consistent language, messaging, tone of voice is used.
- Liaise where appropriate with external contractors and agencies to prepare collateral.
- Work in collaboration with CatholicCare (CCT) programs in the development and implementation of organisational marketing activities to increase brand recognition and communication around our service offerings.
- Provide support to media and communications activities, which on occasion may be outside standard business hours.
- Develop, moderate and monitor the efficacy of social media and web content.
- Ensure accuracy, quality and stock-levels of the organisation's marketing collateral.

*The incumbent can expect to be allocated duties, not specifically mentioned in this document, that are within the capacity, qualifications and experience normally expected from persons occupying jobs at this classification level.*

### **Key Communications Linkages**

The role will work closely with teams across other entities of the Archdiocese of Hobart, in particular the Archdiocesan Media & Communications Unit, Centacare Evolve Housing and St Joseph Affordable Homes.

### **Risk and Work Health & Safety**

The Archdiocese is committed to ensuring that our operations at all Agencies are conducted with proper regard for health, safety and wellbeing of all.

You are required to 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.

All employees of the Archdiocese of Hobart will conduct themselves responsibly with proper respect for established rules and procedures and they will consistently perform their jobs with proper regard for the health and safety of others.

You must promote and implement work health and safety and risk mitigation processes within your own workgroup. Identify, report and where appropriate action risks/hazards in order to eliminate or mitigate against the risk occurring.

The Archdiocese of Hobart expect all employees to participate in and contribute to Work Health and Safety activities, including participation in the consultative processes provided by the organisation, to ensure a safe work environment for clients, our community, employees and visitors.

## Selection Criteria

<b>Essential Requirements</b>	
Skills	Highly proficient in the use of Adobe Creative Suite in particular InDesign, Photoshop & Illustrator and Microsoft Office Suite, including Word and PowerPoint
	Highly proficient in writing and editing communications
	Experience in website and social media management (desirable).
	Excellent time management skills and the ability to manage competing interests and priorities.
	High-level interpersonal communication and collaboration skills both verbal and written.
Qualification requirements	Degree level qualification in Communications/Marketing or other relevant degree or comparable industry experience.
National Police Criminal History Check	Satisfactory Police Check, to be completed on a 3-yearly basis from commencement. Crimes involving violence, aggression, drugs, fraud, dishonesty, and excessive motor vehicle related offences would be cause for discontinuance of employment.
Working with Vulnerable People registration	Must maintain current and valid Working with Vulnerable People registration; and must carry evidence of this at all times.
Vaccination Status	Evidence of sufficient vaccination against COVID-19 in accordance with any Public Health Direction pursuant section 16 of the Public Health Act
Drivers Licence	Maintaining a current driver's licence is a requirement of this role.