

MEDIA & COMMUNICATIONS OFFICER

Role Description



Background

The National Catholic Education Commission (NCEC) is established by the Australian Catholic Bishops Conference through the Bishops Commission for Catholic Education to maintain effective liaison with the Commonwealth Government and other key national education bodies. NCEC complements and supports at the national level the work of the State and Territory Catholic Education Commissions.

The NCEC has a wide range of objectives set out in its Terms of Reference.

The NCEC aims to be a highly capable advocate for Catholic schools that is well regarded by Church, government and the Catholic education sector for its ability to clearly articulate the needs and values of Catholic education, collaborate effectively to produce results and provide education policy leadership.

Mission & Vision

The NCEC supports Catholic Schools and their communities nationally by:

- advocating on their behalf for a just allocation of public monies to ensure equitable access to Catholic schools
- providing national educational policy leadership and engaging collaboratively with the Catholic education sector to help deliver strong educational outcomes aligned to the mission of the Church

Summary

The primary purpose of the Media & Communications Officer is to :

- provide media and communications support to the NCEC Secretariat
- develop, execute and manage the internal and external communications and media strategy in co-ordination with the Public Affairs Advisor
- work with the Public Affairs Advisor to provide advice to the Executive Director, Director of Mission & Operations and Director of Strategy and other key stakeholders on matters relating to communications and media.

The key aim of the Media & Communications Officer is to work effectively and collaboratively as part of the NCEC team in fulfilling the mission and vision of the NCEC.

The Media & Communications Officer position reports to the Director of Mission & Operations with no direct reports.

Responsibilities and Accountabilities

The Media & Communications Officer is accountable to the Direction of Mission & Operations for the following Key Responsibility Areas (KRAs):

Communications Support
Responsibilities

- Contribute to the development of a robust stakeholder Engagement and Communications Plan for the NCEC
- Media liaison including responding to media enquiries (including after hours) and establishing and maintaining relationships with media
- Monitor and distribute daily media, education and government reports and identify issues
- Source and prepare editorial and visual content for NCEC websites social media, and e-blast
- Research and write a range of executive messages, briefings, media releases, case studies, news articles and stakeholder communications
- Develop a content creation schedule and engagement strategy for social media
- Moderate and evaluate engagement across communication and social media channels
- Develop reporting on analytics for communications channels
- Prepare the annual report and other communications materials
- Support the planning and organising of events

Team & Culture

Contributes to the collaborative and collegiate culture of the NCEC and the Catholic education community including:

- Support a collaborative, collegiate culture within the Secretariat and Commission in line with the strategies, vision and values of the NCEC
- Actively contribute to Catholic education in the broader community and to the mission of the Catholic Church in education.

Our Values

Guided by the teachings and example of Jesus, the message of the Gospel and the principles of Catholic Social Teaching, we are committed to our values of:

Collaboration: We work with joy and enthusiasm, demonstrating kindness, generosity and respect. We work effectively with our stakeholders, building solidarity to contribute to the common good.

Integrity: We act with authenticity and sincerity, recognising each other's inherent dignity. We are consistent in our words, actions and beliefs and act ethically and honestly.

Accountability: We exercise personal responsibility and subsidiarity in our decisions and actions. We work diligently and welcome constructive feedback, fostering a culture of curiosity, creativity and excellence.

Courage: We are clear and confident in articulating our views and advocating for our beliefs. We take considered risks to achieve our goals and embrace challenges and setbacks with hope anchored in faith.

Inter-relationships

The Media & Communications Officer interacts with the following internal and external stakeholders:

- Executive Director
- Director of Mission & Operations and Director of Strategy
- Public Affairs Advisor
- Members of the NCEC team
- Officers of State and Territory Commissions

- Officers of Diocesan and RI & MPJP school authorities
- Media

Knowledge, Experience and Qualifications

It is desirable that the Media & Communications Officer have the following knowledge, experience, and qualifications:

- An understanding of the Catholic Church, its mission and its unique challenges and opportunities and the needs of Catholic education
- Relevant post-secondary qualifications in communications and/or a related field.
- A minimum of two years' demonstrated experience in a relevant area or similar role such as journalism, media, communications, public relations
- Highly developed written and verbal communications skills
- Demonstrated competency in using Microsoft Office, content management systems e.g. WordPress, Google Analytics, social media and graphics programs e.g. Canva
- Experience in Indesign and Photoshop desirable
- Ability to work independently and collectively as part of a small team and show initiative
- Attention to detail and problem-solving skills
- Excellent planning and time management skills

It is desirable that the Media & Communications Officer has the following attributes:

- Sound interpersonal skills including the ability to verbally express information and ideas in a clear and appropriate manner
- Demonstrated commitment to service and a willingness to be accountable for performance
- Ability to operate with discretion and maintain strict confidentiality
- Ability to perform under significant work pressure
- Ability to work collaboratively and consultatively across a wide spectrum of stakeholders
- Values driven with an appropriate level of commercial insight and bottom-line orientation
- A personal sense of warmth and welcoming.

Performance Measures

The performance of the Media & Communications Officer will be assessed having regard to:

- Successful outcomes of the major accountabilities of the role
- Achievement of the agreed objectives of any work plans
- Service levels and the level of satisfaction expressed by key stakeholders in respect of the individual performance of the Media & Communications Officer and the collective performance of the NCEC.

Collaboration

- Lead by example in interactions, set appropriate standards of behaviour and work, and enable individuals to take ownership.
- Provide clear direction to others and articulate and reinforce the vision and goals of NCEC.
- Motivate and lead others, to deliver to expectations and deadlines.
- Stretch others to think differently and provides opportunities to develop and grow.
- Assign responsibility for tasks and decisions appropriately and distribute workload.

Interpersonal presence and influencing	<ul style="list-style-type: none"> • Convey confidence and a strong presence when presenting to and meeting with diverse stakeholder groups • Quickly establish credibility with others, with the ability to influence an audience and respectfully challenge others to consider alternatives • Persuade, convince, and influences the attitudes and opinions of others to gain their commitment • Remain assertive when faced with challenging stakeholders.
Relationship management	<ul style="list-style-type: none"> • Cultivate relationships, build trust, and proactively engage others to build and maintain effective working relationships • Identify who should be informed and the level of consultation required to maintain relationships and keep relevant stakeholders across issues and information • Function as a trusted advisor, providing advice and openly talking through issues • Develop partnerships with internal and external stakeholders, break down resistance through staying connected and offering support to add value
Empathy and respect	<ul style="list-style-type: none"> • Show empathy, respect, and consideration for others • Recognise sensitive issues and adapt own behaviour appropriately • Relate to diverse people and groups, respecting individual differences • Have a strong social conscience and be supportive of others, through humility and thoughtfulness
Judgment and decision quality	<ul style="list-style-type: none"> • Make decisions and judgments that are objective and reflect a clear understanding of the potential issues and long-term impact • Identify and distil the information required to support judgements to make timely and objective decisions • Recognise the limits of own delegation and identify what needs to be escalated to ensure that the best possible decision is made • Carefully consider consequences of actions and work with a strong level of discretion when faced with complex and sensitive information.
Strategic thinking and political acumen	<ul style="list-style-type: none"> • Think beyond immediate focus to broader strategic goals with a long-term vision whilst balancing business- as-usual operations with strategic initiatives. • Anticipate and pre-empt risks and future consequences, probe for further information or understanding prior to formulating strategies and action plans. • Demonstrate a systems perspective, understand a wide range of issues, and put problems, events, and activities into perspective. • Be politically aware and seek to understand and navigate underlying issues or potential competing agendas.
Personal leadership	<ul style="list-style-type: none"> • Self-aware, having a strong sense of self and willingness to admit when they may not know the answer, 'knowing what they don't know'

	<ul style="list-style-type: none">• Honest, reliable, and willing to be flexible and shift priorities to support broader goals and put in discretionary effort• Self-starting, take accountability for own actions, showing commitment and passion to contribute to the goals of NCEC• Maintain a positive and constructive approach to work when faced with challenges and be receptive to feedback.• Committed to ongoing learning and harness own creativity• and knowledge to grow and learn.
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