



Role Description

Title:	Communications and Public Relations Officer	Location:	Toowoomba Catholic Schools Office
Reports to:	Executive Officer	Classification:	PO5
Directorate:	Office of the Executive Director	Tenure:	Permanent Full time

1. Purpose

The role contributes to the overall mission of Toowoomba Catholic Schools by leading the development and delivery of communication and stakeholder engagement and working in partnership with other Directorates and schools to enable the message of Catholic education to be clearly articulated to general and specific communities within the Diocese and the broader Queensland community.

2. Experience and qualifications

Essential

- empathy with the values and ethos of the Catholic faith
- relevant tertiary qualification(s) in communication and/or marketing
- minimum of 5 years' industry experience in communications and stakeholder engagement at a middle to senior level
- demonstrated experience working with the Microsoft suite of products, including Office 365
- effective relationship building and influencing skills
- a current Class C driver licence and the willingness to travel
- a current working with children check (Blue Card), or the willingness and ability to obtain one prior to commencement

Desirable

- experience in the education sector

3. Key result areas

- 3.1 use initiative to respond to challenges in an innovative, fast paced and changing environment
- 3.2 establish priorities and organise workflow to meet strict deadlines and produce quality outcomes
- 3.3 define and analyse complex problems and develop effective solutions
- 3.4 collaborate and communicate with others to ensure that high professional standards are met
- 3.5 contribute to and promote the development, alignment, attainment, and review of strategic goals for the Diocese of Toowoomba Catholic Schools (TCS)
- 3.6 complete other duties that are directed as needs change or grow, if the duties are consistent with the purpose of this position and any relevant legal and/or industrial obligations

4. Statement of responsibility

While at work the role holder must

- take reasonable care for his or her own health and safety
- take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons
- comply, so far as the role holder is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with the Work Health and Safety Act
- cooperate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers.

5. Statement of duties

The information detailed above is an accurate reflection of this role. Attached to this role description is a **duties statement** that covers a selection of activities in which the incumbent might engage. The list is neither prescriptive nor exhaustive.

Duties Statement

Communications and PR Officer

3.1 use initiative to respond to challenges in an innovative, fast paced and changing environment

- lead, develop, implement and evaluate integrated communications and stakeholder engagement plans to meet the requirements of our organisation
- build strong engagement across Services and schools/colleges ensuring employees are motivated and involved by keeping them updated, encouraging them to provide feedback and inspiring them to make a difference for the students of Toowoomba Catholic Schools
- engage with Toowoomba Catholic School's key policies and practices, record keeping systems and processes, strategic plans and reports, maintaining a high level of awareness and knowledge about internal and external policy shifts, and the legislative context within which we operate
- actively source opportunities to build awareness and promote Catholic Schools initiatives and achievements

3.2 establish priorities and organise workflow to meet strict deadlines and produce quality outcomes

- undertake a strategic co-design process with Services and schools/colleges around messaging, narrative, stakeholder engagement and communication strategy and activity grounded in evidence and data and responsive in real time performance analytics
- contribute to the planning, facilitation and management of corporate events and activities in support of specific programs and campaigns that incorporate contemporary stakeholder engagement and technology options
- manage freelance contractors (as needed) and external media service providers (including budgeting and forecasting) to ensure communications activity is well planned, delivered on time, customer-focused, professional and consistent
- lead the development of high quality, relevant and audience-focused written content including web pages, reports, speeches, newsletters, executive materials and briefing notes

3.3 define and analyse complex problems and develop effective solutions

- undertake detailed analysis and reporting on stakeholder engagement and communications performance across all platforms using a variety of analytical tools, to determine effective communication and engagement activities and to recommend improvements to performance, awareness, and engagement
- work with subject matter experts, stakeholders and audience representatives to ensure content is written for the audience intended and delivered in a way that will streamline administration, using the right channels for delivery

3.4 Collaborate and communicate with others to ensure that high professional standards are met

- maintain highly functional and collaborative working relationships with colleagues by interacting effectively, contributing to discussions and seeking advice
- understand and accept the contributions of others in a multi-disciplinary and collaborative environment to provide a highly competent and seamless service
- establish and maintain effective communication networks with internal and external stakeholders and work collaboratively with stakeholders
- demonstrate high level communication and interpersonal skills in all communication, relate well to people at all levels, use diplomacy and tact, use sound judgement on sensitive and confidential issues, and build constructive and effective relationships
- write clearly and succinctly in a variety of communication styles showing attention to detail and

a good knowledge of English grammar and usage, as well as sensitivity to the context and the impact of the message

3.5 Contribute to and promote the development, alignment, attainment, and review of strategic goals for the Diocese of Toowoomba Catholic Schools (TCS)

- contribute as a member of the Office of the Executive Director to achieve the strategies set out in the TCS Strategic Plan and integrated strategies
- participate fully in annual goal setting, monitoring and review of performance in collaboration with the Executive Officer
- attend professional development, spiritual formation and team days as appropriate
- document and report on the progress of initiatives in the TCS Strategic Plan and integrated strategies as required

3.6 Complete other duties that are directed as needs change or grow, if the duties are consistent with the purpose of this position and any relevant legal and/or industrial obligations

- the employer may direct an employee to carry out such duties as are reasonable within the limits of the employee's skill, competence and training; consistent with the classification structure within the current agreement
- any direction issued by the employer shall be consistent with the employer's responsibilities to provide a safe and healthy work environment