



Position Description

Communications and Development Manager

Reporting to:	Executive Director
The Mission:	<p>The Council of Catholic School Parents NSW/ACT (CCSP) is a private association within the Catholic Church and is the leading non-government parent body in NSW, representing the interests of the parents and carers of more than 250,000 Catholic school students in nearly 600 schools. Its mission is to provide leadership, advocacy and support by:</p> <ul style="list-style-type: none">• Advancing the partnership between families and schools• Improving the outcomes for students by lobbying state and federal governments, and• Providing professional learning for teachers, principals, school executives and parents. <p>CCSP also produces a range of resources to support schools, parents and parishes to build and sustain informed and effective school advisory bodies.</p>
The Position:	<p>The Communications and Development Manager works closely with the Executive Director to develop and write interesting, original and compelling content which focusses on the mission of CCSP as well as the challenges that face families and schools within the Catholic Education system. This will include writing engaging features and stories to be distributed across CCSP's multiple communications channels including its websites, social media platforms, video and other publications.</p> <p>The Communications and Development Manager will also be responsible for building and maintaining strong relationships with media personnel and government stakeholders, keeping abreast of public policy and emerging issues in education that affect Catholic schools, and seeking opportunities to promote the work of CCSP and the role of families and parent engagement with government and others.</p>
Responsibilities:	<p>The Communications and Development Manager is accountable for:</p> <ul style="list-style-type: none">• Sourcing and writing stories in line with the aims and objectives of the CCSP, and where applicable, rapidly respond to issues as they arise• Providing compelling content for CCSP's websites, social media channels and news print publications that appeal to varying audiences• Providing summaries of statistics of social media usage• Creating draft press releases and statements as required• Establishing and maintaining relationships with journalists and media outlets• Establishing and maintaining relationships with relevant state and federal government stakeholders• Providing strategic communications advice and proactive identification of media opportunities and topics for the Executive Director to engage across a broad range of Catholic and secular media• Developing a communications plan with important events to consider for all

media coverage and CCSP activities

- Adopting the voice of parents to authentically represent them in media channels when required
- Developing an awareness and staying on top of the key issues facing schools, families and students
- Responding to correspondence and other inquiries in a timely, concise and considered manner
- Other duties as required Executive Director

Inter-relationships: The Communications and Development Manager interacts with the following stakeholders:

- Executive Director and CCSP office staff
- CCSP volunteers
- Communications staff in Catholic schools and Catholic education offices
- NSW Catholic Schools
- Journalists and media personnel
- Government stakeholders

Qualifications and Experience:

The ideal Communications and Development Manager will have:

- Demonstrated commitment to the ethos and values of the Catholic Church
- Minimum of three years' experience in a similar role
- Tertiary qualifications in Communications or other relevant discipline
- Proven track record of writing original and compelling content
- Familiarity of current key issues facing schools, parents and families
- Experience with Microsoft Office suite as well as building digital stories for websites and social media platforms
- Experience in digital content publishing
- Experience in video production is desirable
- An ability to recognise external media opportunities
- Excellent interpersonal, communication, listening and organisational skills

Attributes:

The Communications and Development Manager will demonstrate:

- An ability to develop and maintain sound relationships across many stakeholders
- A genuine interest in and knowledge of Catholic Education
- Sound communication skills with superior verbal and written skills
- Good negotiation and influencing skills
- A proactive and self-starting approach to work
- A professional manner and presentation – mature and articulate
- Sound negotiation skills and prudent judgment
- An ability to build and work in a team environment and collaborate as required
- Strong attention to detail and a well-ordered approach to work
- A drive and commitment to ensure deadlines are met

Performance Management:

The performance of the Communications and Development Manager will be assessed annually having regard to:

- Successful outcomes of the major accountabilities of the role
- Achievement of the agreed objectives of annual work plans under limited supervision
- Service levels and the level of satisfaction expressed by key stakeholders