

## **JOB DESCRIPTION**

- POSITION:** Communications Adviser
- REPORTS TO:** Executive Officer, NZ Catholic Bishops Conference (“NZCBC”)
- LOCATION:** Wellington, NZ
- EMPLOYMENT:** Permanent, presently 32.5 hours per week, may be negotiable

### **Context**

Te Huinga o Ngā Pīhopa Katorika o Aotearoa / the New Zealand Catholic Bishops Conference (“NZCBC”) is the assembly of the Catholic Bishops of New Zealand co-ordinating national activities and ministries of the Catholic Church. These include education, social justice, Māori advisory, communications and engagement with the public, liturgy, ecumenism, bioethics, interfaith relations, pastoral work in prisons and hospitals, and more.

Bishop Patrick Dunn, Bishop of Auckland is the President of the Conference and Bishop Charles Drennan, Bishop of Palmerston North is the General Secretary. The work of the Conference is supported by the Secretariat which is managed by the Executive Officer.

The Catholic Church in Aotearoa is committed to a deepening understanding of the principles of Te Tiriti o Waitangi / Treaty of Waitangi and strong bi-cultural way of working across all ministries.

### **Purpose of the Role**

The Communications Adviser is pivotal in developing a team approach across the various communication functions in the NZCBC structure. This is a wide-ranging role, involving an internal focus on communication with Catholics and an external focus which incorporates digital communications, secular media engagement, and policy and advocacy support.

The Advisor supports the Catholic bishops in their communication strategy and engagement with the media. The role is expected to work closely with the suppliers of technical support to ensure that the Church is using good design and new communications technology effectively. The role also manages a range of communications related projects.

## Key Objectives and Accountabilities

The responsibilities of the Communications Adviser role are:

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### **1. Fostering Communications within the Church**

*The Communications Adviser is responsible for enabling the bishops and the NZCBC structure to communicate effectively with Catholic dioceses and agencies.*

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- Develops and maintains collaborative working relationships with the bishops, diocesan communications contacts and NZCBC national agencies.
  - Liaises with people involved in communications activities within the Church, encouraging a team approach to communications across all parts the Church.
  - Ensures there are effective pathways for the dissemination of NZCBC statements and documents and any communications from dioceses or agencies, that considers different levels of connection and types of engagement.
  - In collaboration, creates and maintains a strategic vision for thriving communications within the Church and drives the implementation of the strategic vision.
  - Enables a Māori Catholic presence throughout the Church's communications networks.
  - Ensures the Church's communications framework assists the integration of Catholic migrants into the local Church community.
  - Works with dioceses and agencies to develop articles and media projects of interest.
  - Supports the development of campaigns and seasons with special focus for the Church globally or nationally by advising and assisting with material to be disseminated on campaigns and seasons.
  - Supports the formation of Church personnel with media awareness and communications training.
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### **2. Engaging with External Parties**

*The Communications Adviser will enable the Church to present its work, people and its teaching to the wider public community.*

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- Builds a credible and authentic relationship with media.
  - Supports the bishops as the primary communicators for the Church.
  - Acts as a clearinghouse for media enquiries by enabling a diversity of people to speak on behalf of the Church in a range of media, including identifying and preparing suitable people, providing “coaching” at the time of media involvement and helping proactively identify items of interest.
  - Makes connections with Māori media for Catholic input and seeks out fluent te reo speakers to contribute in Māori language media.
  - Develops relationships with Pasifika and different ethnic media outlets.
  - Works with dioceses and NZCBC agencies in celebrating the work of the Catholic Church through external public mediums.
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- Identifies and creates opportunities for the Church to present its teaching and Catholic perspectives to the widest possible audience.
  - Develops content and advises on policy areas in a way that is authentic to the teachings of the Catholic Church.
  - Coordinates the advocacy activity of the NZCBC by tracking parliamentary and public organisation opportunities for submission, and working with dioceses, NZCBC agencies and advocacy groups in the development of submissions.
  - Supports the engagement and dialogue of bishops on behalf of the Church with Members of Parliament and other public officials on issues of concerns for the wider community.
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### **3. Digital and Projects Management**

*The Communications Adviser oversees the implementation of digital communications and manages projects collaboratively, on time, and on budget.*

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- Manages the digital platforms for the NZCBC and supports its agencies and other Catholic organisations in developing and managing their digital platforms.
  - Actively promotes the Church's digital presence and coordinates the use of social media in a planned and sustained way.
  - Manages the production of the New Zealand Catholic National Directory to enable all members of the church to easily make connections and work together.
  - Seeks synergies in communications within the NZCBC in order to maximize impact and the use of resources.
  - Manages communications projects and contractors to deliver communications initiatives that engage with society.
  - Enables Catholic Māori to have a web presence.
  - Assists Young Catholics to develop their own communications networks and web-based forums.
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### **4. Other**

*The Communications Adviser is part of a small team that supports the work of the bishops. The Advisor may be asked to take on other secretariat functions from time to time.*

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- Administrative support to the bishops during their meetings which occur four times per year.
  - Assisting with annual planning and reporting processes.
  - Peer reviewing material.
  - Other tasks as requested.
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## **Skills, experience and qualifications of the role**

- Demonstrated experience working in communications and media
- Strong understanding of the Catholic faith and a commitment to supporting the Church's mission in communications and public engagement
- Comfortable coordinating media responses related to sensitive material and able to handle confidential information appropriately
- Qualifications in Communications, Journalism, Law, public policy, politics or other related fields
- Understanding of Te Tiriti o Waitangi / Treaty of Waitangi
- Demonstrated collaborative approach to work
- High level attention to detail and well-developed writing skills
- Knowledge and ability to support multi-cultural voices and to work with the variety of cultural and ethnic backgrounds that make up the Church in Aotearoa New Zealand
- Experience working with confidential information in a sensitive and discreet manner

## **Key relationships of this role**

The Communications role is carried out in accordance with the NZCBC's Norms and Directives. Key relationships include:

- Bishops of New Zealand
- Executive Officer
- Internal advisory groups including the NZCBC Finance Committee, Te Runanga o te Hāhi Katorika ki Aotearoa, Committee for Interfaith Relations, the Committee for Ecumenism and all other staff of national agencies and volunteer networks
- External stakeholders such as media organisations, members of parliament and their staff, Suppliers (web developers, designers, printers)
- Catholic media in New Zealand and internationally
- Diocesan communications and pastoral staff

## **Salary range**

The salary range for this position is based on the Strategic Pay 2019 Not for Profit Remuneration Report for the MK 73 Communications / Public Relations Officer role range. The grade range full time equivalent is \$56,488 to \$83,070. This may be negotiable depending on the successful applicant's experience.