**Position Description**

**Multi-Media Journalist – Catholic Publications**

**Reporting to:** Director of Communications & News Media

**The Mission:** The Catholic Archdiocese of Sydney has a role for a Multi-Media Journalist in identifying, developing and writing compelling content across its print and digital platforms.

This includes writing engaging features and news stories to be distributed across the Archdiocese’s multiple communications channels including its website, social media platforms, video and digital newsletter. Stories will focus on the good work of the church today as well as the challenges that face the communication of the Christian message.

The position sits within the Evangelisation team, which is responsible for co-ordinating the Catholic Archdiocese of Sydney’s effort to reach, inform, inspire and engage Catholics and prospective Catholics across Sydney

**The Position:** The role supports the Director of Communications & News media to develop and write interesting and original content to ensure effective communications for the Evangelisation Project. A primary part of this role is the ability to write to varying audiences consuming Catholic media across varying platforms both internally and externally.

The Multi-Media Journalist will have excellent writing and verbal communications, a proven track record of creating content in a regional or community news organisation and experience in digital content publishing including, but not limited to social media and video. Their news sense for what makes a good news story must be second-to-none. They must also possess an understanding of media in both the Catholic and secular markets and keenly follow current affairs.

**Responsibilities:** The Multi-Media Journalist is accountable to the Director of Communications and News Media for the following:

* Pitch and write stories in line with the evangelisation project
* Provide compelling content for a digital newsletter to Sydney Catholic Schools, the Archdiocese websites, social media channels.
* Achieve deadlines at all times.
* Establish and maintain relevant contacts both within and outside the Church
* Create innovative and newsworthy content with a clear expectation that journalist will contribute their own story ideas.
* Participate in daily news briefings.
* Create relevant, original high quality and well executed content in line with a Catholic world view.
* Maximise content through the latest digital analytics, statistical data, SEO and promotional e-tools
* Attend regular planning meetings with key stakeholders and the rest of the evangelisation team
* Where applicable rapidly respond to issues as they arise
* Provide input for the social media calendar with important events to consider for social media coverage.
* Provide compelling stories of faith to encourage sharing of social content
* Develop an awareness of the key issues around the Archdiocese of Sydney and senior clergy
* Stay current with all digital trends and tools in order to adapt, refine and define content where needed.
* Operate within set boundaries and guidelines, always respecting and learning from feedback.
* Assist on projects and the implementation of communications plans as required.
* Carry out other duties as requires by the Director of Communications and News Media

**Inter-relationships:** The Multi-Media Journalist interacts with the following internal and external groups:

* Communications and News Media staff (including The Catholic Weekly)
* The Evangelisation Team
* Chancery staff and the Office of the Archbishop and Auxiliary Bishops
* Parishes and Archdiocesan agencies (including but not limited to CatholicCare and Sydney Catholic Schools)
* External Bodies

**Qualifications and experience:**

* Minimum of 3 years’ experience in a mainstream news environment i.e. regional or community newspapers or similar Catholic publication
* Proven track record of writing original and compelling news content
* Familiarity of current key issues facing the Catholic Church in Australia
* Ability to build digital stories for websites (basic CMS, Wordpress) as well as professional social media engagement.
* Tertiary qualifications in journalism, media or communications
* Excellent interpersonal, communication, time management skills and the ability to work to tight deadlines
* Commitment to participate and lead in training of self and others

**Personal attributes:**

* Knowledge of and commitment to the values of the Catholic church and Catholic social teachings
* Attention to detail and well-ordered approach to work
* Capacity to cope with change
* Ability to operate in a complex organisational environment
* Willingness to be accountable for their performance
* Excellent interpersonal skills
* A team player
* Receptive to feedback