

Position Description

Director of Marketing and Partnerships

Reporting to:	Chief Operating Officer (COO)
Department:	International Eucharistic Congress 2028
Location:	Polding Place, 75 Elizabeth St Sydney
Employment Status:	Full-Time to 22 December 2028
Modern Award Coverage and Classification:	Award-Free
Number of Direct Reports:	3 direct reports, and 7 indirect reports

The Position:	The Director of Marketing and Partnerships is the senior executive accountable for audience growth, registration revenue, sponsorship, fundraising and the technology ecosystem for International Eucharistic Congress 2028 (Eucharist28). The role leads integrated marketing, communications and engagement strategies to grow participation across Australia and the world. The role drives registration sales, holds oversight of the sponsorship category from prospecting through to fulfilment, and owns the audience-facing technology stack, including CRM and data management, working with ICT, external consultants, service providers and the Director of Events and Operations. The role requires strong program and project management capability, with responsibility for coordinating multiple concurrent programs, dependencies and external parties, against event fixed event milestones. Given the spiritual significance of the Congress, the Director must be a committed Christian who understands the theological, pastoral, and evangelising mission of the event and ensures all content reflects fidelity to the Catholic Church's teachings.
Responsibilities:	The Director of Marketing and Partnerships is accountable for the following: Strategic and Commercial Leadership • Develop and lead the multi-year marketing and digital strategy for Eucharist28 across Australia and internationally, aligned to the registration, sponsorship and fundraising targets • Lead audience growth, brand reach, digital engagement, and campaign performance with accountability for associated revenue forecasts • Lead cross-channel planning with a cohesive approach to promotion, catechesis, evangelisation, fundraising, sponsorship and public messaging • Build a partnerships, marketing and engagement function capable of delivering a world-class global Catholic event • Hold accountability for the registration, sponsorship and fundraising revenue outcomes. Revenue and Registration Sales • Own delivery of the registration sales target, working through the Senior Marketing and Communications Manager as the day-to-day lead for campaign execution

- Lead registration sales planning across audience segments, pricing phases and channels, including group, parish, diocesan, school and international pilgrimage strategies, in collaboration with the Commercial Director
- Optimise the end-to-end conversion funnel from first touch through to completed registration and payment, with the Digital Engagement and CRM Manager
- Provide the Chief Operating Officer and the Commercial Director with a reliable rolling registration forecast to inform event scale, budget and cash flow

Brand and Creative Direction

- Own the Eucharist28 brand, messaging framework and narrative, with implementation led by the Senior Marketing and Communications Manager
- Ensure consistent, compelling and mission-aligned application of the brand across all audiences, channels and partners

Marketing and Campaign Oversight

- Set the direction for national and international promotional and fundraising campaigns, with design, implementation and measurement delivered by the Senior Marketing and Communications Manager and the marketing team
- Set audience segmentation and campaign priorities across key national and international audiences
- Set priorities and approve key promotional and registration campaign content
- Working with relevant internal stakeholders, oversee creation of catechesis materials, evangelisation content, and theological formation resources that uphold the Church's teaching and support the Congress's spiritual objectives

Communication

- Lead the multi-year communications strategy for Eucharist28, across the lead-up, Congress week, and immediate post-event period
- Own the overall narrative, messaging architecture, and communications cadence for Eucharist28, ensuring clarity, consistency, and relevance across diverse Church, public, and media audiences
- Work closely with the Archdiocesan Communications team on media relations, issues management, and reputation stewardship
- Support crisis communications and issues-response frameworks, with the COO and Archdiocesan Communications team, including agreed approvals and escalation pathways.

Sponsorship, Partnerships and Fundraising

- Lead the Eucharist28 sponsorship and partnerships strategy in close collaboration with the Archdiocesan Fundraising Office, ensuring alignment with existing relationships, fundraising activity and broader Archdiocesan priorities
- Provide strategic oversight of sponsorship and partnership revenue, including pipeline development, commercial propositions, negotiation and fulfilment through the Sponsorship and Partnerships Manager

- Coordinate approaches to prospective sponsors, partners and donors with relevant Archdiocesan relationship owners, ensuring existing relationships are respected and engagement is consistent and holistic
- Ensure sponsorship, partnership and fundraising activity is commercially sound, mission-aligned and undertaken within appropriate governance and approval arrangements, with clear distinction between sponsorship, philanthropy and donor giving

Technology, CRM and Data

- Hold strategic oversight of the audience-facing technology ecosystem, including the website, CRM and marketing automation, registration and ticketing systems, digital engagement platforms, payment and reporting tools
- Ensure systems integrate effectively to support user experience, registration conversion, data capture and reporting
- Work with Archdiocesan Technology Services to ensure appropriate governance, cybersecurity, privacy, records management and data standards
- Ensure CRM and audience data are managed as a trusted, integrated asset that supports Eucharist28 and its longer-term legacy

Agency and Supplier Management

- Oversee the performance, governance and commercial management of agencies, consultants and service providers, ensuring clear scope, value for money, mission alignment and high-quality outcomes.

Project and Program Management

- Lead the portfolio as a coordinated program of work with clear scope, schedules, budgets, risks and accountabilities
- Maintain visibility of critical milestones and dependencies across marketing, sales, sponsorship, content and technology workstreams
- Work with the Senior Project Manager and Directorate leadership to ensure portfolio priorities remain aligned with the Congress-wide program

Reporting & KPI Accountability

- Provide regular reporting to the COO, the Local Organising Committee and relevant governance forums on revenue, campaign performance, portfolio milestones, risk and financial performance
- Oversee budget workforce and forecasting across the portfolio
- Other duties as requested from time to time

Direct reports:

The Director of Marketing and Partnerships has management responsibility for the following positions:

- Senior Marketing and Communications Manager
- Digital Engagement and CRM Manager
- Sponsorship and Partnerships Manager

Supervisory Responsibilities:	The Director of Marketing and Partnerships is responsible for leading and developing three direct reports and a wider team multidisciplinary team, together with oversight of contracted agencies, consultants and service providers, and is accountable for: • Conducting regular team meetings and individual check-ins to ensure clear communication of goals and expectations. • Participate in the recruitment, induction, and training of new team members, and ensure probationary requirements are clearly communicated, monitored, and reviewed within appropriate timeframes. • Support the professional development and wellbeing of team members by fostering a positive work environment, ensuring attendance at mandatory learning and development sessions, and conducting regular supervision and annual performance reviews. • Promote a positive and respectful team culture aligned with the mission, vision and values of the Archdiocese.
Inter-relationships:	The Director of Marketing and Partnerships interacts with the following internal and external groups: Internal • Chief Operating Officer (primary reporting line) • Secretary General and Local Organising Committee • Eucharist28 Team • Archdiocesan teams (SCE, Communications, Fundraising, Parish Engagement, Events) • Commercial Director • Director of Events and Operations • Archdiocesan Technology Services External • Eucharist28 Contractors, Consultants and Suppliers • Technology vendors, implementation consultants and service providers • Corporate and institutional sponsors and partners • Catholic parishes, dioceses, and schools; nationally and internationally • Catholic and community partner organisations • Donors, sponsors, and volunteers • Event suppliers and service providers
Qualifications and Experience:	The ideal Director of Marketing and Partnerships will have: • Extensive senior leadership experience (10+ years) in marketing, communications, digital strategy, or commercial and revenue leadership, ideally within complex organisations • Success in delivering major national or international event marketing campaigns (not essential but favourable)

- Proven capability in managing multiple agencies, complex stakeholder environments, and large-scale budgets
- Demonstrated experience overseeing CRM and marketing technology ecosystems, including vendors, integration, data management, analytics, security and privacy in partnership with Technology Services
- Demonstrated experience carrying and delivering a revenue target, ideally across ticket or registration sales, sponsorship, or fundraising
- Exceptional project and program management capability
- Deep understanding of, or genuine desire to grow in, the mission and life of the Catholic Church
- Tertiary qualifications in marketing, communications, digital media, business, commerce, or a related discipline.
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Attributes: The Director of Marketing and Partnerships will demonstrate the following attributes:

- Strong personal commitment to the mission of the Catholic Church and the spiritual significance of the Eucharist
- Capable of inspiring others through leadership, clarity of purpose, and deep alignment to the Congress mission
- Strategic thinker with exceptional interpersonal skills and the ability to engage diverse audiences with cultural and pastoral sensitivity
- Highly organised and commercially minded, with the resilience and discipline to manage competing priorities, revenue accountability and fixed event deadlines
- Collaborative leader who builds trust, empowers teams, and navigates complex Church and stakeholder structures.
- A commitment to complying with the Archdiocese's modern slavery risk management obligations and initiatives obligations as required

Performance Management: The performance of the Director of Marketing and Partnerships will be assessed on a regular basis having regard to:

Key Performance Indicators

- Registration sales volume and revenue targets achieved or exceeded
- Sponsorship and fundraising revenue targets achieved or exceeded
- Accuracy of the rolling registration and revenue forecast
- Portfolio expense budget managed within approval
- Growth in digital engagement, brand reach, and audience conversion
- Delivery of catechesis, evangelisation, and formation content to approved standards
- Effective management of agencies, budgets, and contracts
- Quality of communications and alignment with Church teaching

- Team performance, capability development, and cultural alignment
- Program milestones met across the portfolio, with slippage identified early and recovered

Review Mechanisms

- Probation review
- Annual performance review
- Quarterly KPI reporting
- Regular project milestone reporting to the COO
- Post-campaign evaluations and continuous improvement cycles

The Archdiocese is wholly committed to ensuring the safety, well-being and dignity of all children and adults at risk, and acknowledges its important legal, moral and spiritual responsibility to create a safe and nurturing environment for those children and adults at risk. The Archdiocese has a zero-tolerance approach to child abuse. Staff are encouraged to read the [Archdiocese Commitment Statement and Safeguarding Policy](#).

Additionally, the Archdiocese is committed to continuous improvement to assess and address the risk of modern slavery in its operations and supply chains and to report annually on these actions in the form of a Modern Slavery Statement.