

## Director of Brand and Communications

### The Organisation

The Anglican Diocese of Newcastle (Newcastle Anglican) is the overarching body for some well-known Hunter and Central Coast organisations – Anglican Care, Samaritans, Newcastle Anglican Schools Corporation and Anglican parishes working primarily in the Hunter and Central Coast regions of New South Wales.

Newcastle Anglican is led by the Anglican Bishop of Newcastle. It employs over 2500 people and engages with over 10,000 people every week through its activities in many sectors and across all ages. With a combined budget of over \$225 million it works in aged and disability care, child development and protection, community development, education, and Christian ministry. It is a large property owner through a trustee organisation and operates a religious charitable development fund.

In October 2020, Newcastle Anglican focussed its operational governance in one board chaired by the Bishop and its operational leadership in a team of 7 executive directors led by the Diocesan Executive Officer. The change management process is well underway with a forecast program of works extending over the next 24 months period.

### This position

The Director of Brand and Communications is responsible for managing the development, implementation and evaluation of Newcastle Anglican Diocese communications strategies that engage stakeholders and continue to build Newcastle Anglican's reputation in the Diocese, its parishes, agencies and schools. The role is responsible for developing brand voice and providing timely media and issue management advice to the Bishop, Executive Leadership, and governing bodies, together with providing strategic advice to the Executive Leadership Team regarding communication and engagement with key stakeholders. The role is also responsible for leading internal communications to ensure the alignment and reinforcement of the organisation's Values and cultural development.

The Director of Brand and Communications leads a team in the delivery of communications, public relations, media liaison, publication and marketing services for the Diocese, parishes, agencies, and schools.

## Our vision, values and core practices

### VISION

People flourishing because of what we do, and *what we do inspired by the way of Jesus.*

### VALUES

- **Compassion** - recognising, serving and supporting all who are suffering
- **Integrity** - promoting honesty and equity
- **Justice** - pursuing healthy communities and enabling the common good
- **Faith** - relating with God, and finding meaning and purpose
- **Courage** - engaging uncertainty and difficulty with dignity
- **Wisdom** - acquiring and applying knowledge and insight

### ASPIRATION

To be people's first choice of service, school, agency or church.

### CORE PRACTICES

- **Person Centred** - Placing the people we support and serve at the centre of work
- **Excellence** – meeting and exceeding community best-practice expectations
- **Inclusivity** - respecting, valuing and celebrating the distinct gifts and contribution of each person irrespective of ability, gender, sexuality, race, age, or association with the church
- **Safety** – assuring the people we support of their physical, psychological, social, spiritual and moral safety in our services and empowering them to make informed choice about the risks they will embrace.
- **Sustainability** - ensuring the financial viability and profitability of our operations to ensure our long-term commitment and support to this region

<b>Position Title:</b>	<b>DIRECTOR OF BRAND AND COMMUNICATIONS</b>
<b>Reports To:</b>	The Bishop of Newcastle
<b>Direct Reports:</b>	<ol style="list-style-type: none"> <li>1) Communications Manager</li> <li>2) Marketing and Fundraising Manager</li> <li>3) Customer Relations Manager</li> </ol>
<b>Key Stakeholders Internal</b>	<ol style="list-style-type: none"> <li>1) The Bishop</li> <li>2) Executive Directors</li> <li>3) Executive Assistants</li> </ol>
<b>Key Stakeholders External</b>	NA
<b>Governance Responsibility</b>	Attends Executive Leadership Team Meetings

<b>Focussed Capabilities from the Newcastle Anglican Capability Framework</b>		
<b>People and safety (wellness)</b>	<b>Focusing on the people we support (delivery)</b>	<b>Results Achievement</b>
<p><b>Advanced</b></p> <p>Demonstrates a broad understanding of wellness, safe work (WHS) and practices for the protection of children and vulnerable people including implementation of latest developments in best practice.</p> <p>Continually monitors program effectiveness of wellness, safety and protection programs within the team on a regular basis and implements improvements as required.</p>	<p><b>Advanced</b></p> <p>Instils the importance of developing partnerships and relationships in others and rewards appropriately.</p> <p>Develops and preserves professional relationships, especially under complex or conflicted circumstances.</p> <p>Promotes a culture of service excellence, ensuring systems and processes facilitate a prompt and effective response to issues and concerns.</p>	<p><b>Advanced</b></p> <p>Demonstrates a high level of commitment to the achievement of the Vision, Values and Core Practices of Newcastle Anglican.</p> <p>Successfully plans and manages large projects, maximises the use of all available resources.</p> <p>Achieves results that have a clear, positive, and direct impact on Newcastle Anglican performance effectively engaging the balance between benefit and risk.</p> <p>Identifies potential blockages to high performance and looks for new approaches to create opportunity for service improvement in a timely manner.</p> <p>Conveys a strong sense of urgency when necessary, reprioritizes as</p>

		appropriate and utilises resources effectively.
<b>Innovation and quality</b>	<b>Communication and teamwork</b>	<b>Leadership</b>
<p><b>Advanced</b></p> <p>Demonstrates an ability to see different futures that anticipate changing environments and new demands on Newcastle Anglican.</p> <p>Communicates this vision in a way that embraces change and generates excitement and passion in others.</p> <p>Prioritises high quality deliverables in a way that takes account of the available resources.</p> <p>Demonstrates motivation and commitment to delivering the vision, compelling others to action.</p> <p>Acts as a role model for the need for continuous improvement in self and others.</p>	<p><b>Advanced</b></p> <p>Champions working in a way that holds self and others accountable for the behavioural expectations.</p> <p>Actively develops a high performing team, ensuring high levels of trust, respect and commitment.</p> <p>Promotes a free flow of information and communication which is precise, clear and consistent, taking steps to overcome any barriers.</p> <p>Responds quickly and diplomatically to difficult or complex situations, modelling self-awareness and good social skills in communications, problem solving and conflict resolution.</p> <p>Maintains a professional and calm demeanour even when under pressure.</p> <p>Regularly celebrates success and the achievement of key milestones, and engages in activities to maintain and build morale.</p>	<p><b>Advanced</b></p> <p>Contributes to long-range, broad approach to problem solving and decision making contributing to objective analysis, thinking ahead and planning.</p> <p>Creates a culture of trust and confidence in future direction of Newcastle Anglican.</p> <p>Provides clear direction and guidance relating to the achievement of short and long term business goals.</p>
<b>Required of all roles</b>		
<ul style="list-style-type: none"> <li>• Support the Vision, Values and Core Practices of Newcastle Anglican</li> <li>• Actively assist in ensuring Newcastle Anglican is a safe environment for children and vulnerable people</li> <li>• Demonstrate safe work practices and follow all WHS Policies, identifying and promptly reporting any workplace hazards or risks and actively support corrective actions</li> <li>• Supporting reconciliation and healing of relationship with Aboriginal and Torres Strait Islander people ensuring access to services with appropriate cultural respect and support</li> </ul>		

<b>Key Deliverables</b>
<ul style="list-style-type: none"> <li>• Identify, develop, and implement effective communications and stakeholder engagement strategies and approaches to enable the delivery of outcomes.</li> <li>• Develop the Brand strategy that drives brand awareness and builds Newcastle Anglican's reputation;</li> <li>• Provide high quality, insightful and strategic advice and recommendations to the Bishop and Executive Leadership team on issues and initiatives impacting the Dioceses.</li> <li>• Focus on delivering both operational and strategic communication solutions to enable the Diocese its parishes, agencies, and schools to continue to support the communities within which they operate.</li> <li>• Manage differing scale external brand and internal communications projects.</li> </ul>

- Evaluate, interpret and integrate complex information arising from multiple sources, draw logical conclusions and provide options to the Bishop and the Executive Team.
- Engage with multiple stakeholders in an agile and collaborative manner, including developing a strong partnership with the Executive Team.
- Partner with the People & Culture Team and Executive Leadership Team to develop any change related communications.
- Identify, reimagine, illustrate, and build out ideas, avoiding the rhythm of entrenched practices and processes. Thinking creatively and using industry best practice to provide thought leadership and innovative strategic solutions;
- Actively develop relationships and engage with a wide range of internal and external stakeholders on key issues impacting the Diocese and its agencies;
- Making a difference by building, leading, and developing a high performing team. People want to work with you and for you. Good at inspiring and engaging with people to achieve high standards, while providing the appropriate levels of direction and guidance. Ensure staff have the knowledge, skills, and support to do their work.

Qualifications & selection criteria	
<b>QUALIFICATIONS</b>	
<ul style="list-style-type: none"> <li>• Relevant tertiary qualification/s and significant demonstrated ability and expertise in communications, brand, public relations strategy and thought leadership</li> <li>• National Police Check (the Diocese will consider the relevance of any reported outcomes)</li> </ul>	
<b>EXPERIENCE/ESSENTIAL:</b>	
<ul style="list-style-type: none"> <li>• Experience in working in internal communication, brand/reputation management and/or public relations.</li> <li>• Proven Executive leader with demonstrated ability and expertise in project leadership to oversee effective implementation of communication initiatives.</li> <li>• Experience in developing thought leadership content for various communications channels;</li> <li>• Demonstrated ability to synthesise complex information, conceptualise the information, reframe and shape the ideas to solve complex problems, high priority issues and business processes.</li> <li>• Strong interpersonal skills including excellent communication, motivational skills, complex influencing and persuasiveness strategies, ability to deal with conflict resolution and ability to work with a diverse employee and stakeholder group.</li> <li>• Strong relationship management skills, with a proven ability to collaborate effectively with internal and external stakeholders and operate as the go-to trusted advisor for internal stakeholders.</li> <li>• Ability to think laterally and strategically, develop and select an appropriate course of action and provide contingencies, particularly in the face of ambiguity.</li> <li>• Energetic leadership ability to improve performance, drive and deliver challenging goals through leaders, teams and others resulting in strategic change.</li> <li>• Demonstrated experience in leading teams and developing people</li> <li>• Sound experience in the development, analysis &amp; reporting of KPIs and other general analytical results</li> <li>• Significant experience in conducting business improvement reviews across a broad range of processes</li> <li>• Willingness to own work and problems and see through to completion and to use own initiative to resolve issues, whilst dealing with a diverse range of people.</li> <li>• Demonstrated interest in the community and social outcomes and an alignment to the mission of the Diocese.</li> </ul>	

<b>Position Number:</b>	
<b>Location:</b>	Warabrook
<b>Date Last Reviewed:</b>	October 2021
<b>Next Review Date:</b>	October 2022

<b>Employee Name:</b>	<b>Signature:</b>	<b>Date:</b>
<b>Manager's Name:</b>	<b>Signature:</b>	<b>Date:</b>