

# AUSTRALIAN JESUITS

## POSITION / ROLE DESCRIPTION

**Position Title: Social and Digital Media Advisor**

### ORGANISATIONAL OVERVIEW

Founded by St Ignatius Loyola more than 450 years ago, the Society of Jesus (also known as the Jesuits) is an international religious order of priests and brothers within the Catholic Church committed to service in the world in a variety of ways.

The Jesuit presence in Australia began in 1848 and the Australian Province of the Society of Jesus now comprises more than 120 Jesuits. They work in over 30 ministries in companionship with some 1800 women and men who share the Ignatian vision of the service of faith and the promotion of justice.

#### Values

- **Welcoming:** forming strong, faithful relationships
- **Discerning:** being reflective and strategic in all we do
- **Courageous:** standing up boldly to effect change

#### Foundations of Mission

1. Ignatian Spirituality
2. Solidarity between Jesuit and Lay
3. Mission with the Poor

#### Whole of the Province key accountabilities include:

- Encourage partnership across Province mission
- Deepen love for the poor and vulnerable
- Strengthen solidarity between Jesuit and lay
- Deepen Ignatian formation for all in Province mission

#### Call to Mission

The spirit of the Lord is upon me,  
because he has anointed me to bring good news to the poor.  
He has sent me to proclaim release to the captives and recovery of sight to the blind,  
to let the oppressed go free, to proclaim the year of the Lord's favour. (Luke 4:18-19)



## ORGANISATIONAL RESPONSIBILITIES

### Positive Working Relationships

- Manages self so as to work collaboratively and productively as part of a well-functioning and dynamic team that contributes positively to the work of the Province, its values and the Three Foundations of Mission
- Facilitates good, productive and appropriate working relationships with all organisations that come under the umbrella of the Province, as well as external stakeholders
- Works closely with the relevant people in all of the Jesuit ministries to ensure that Ignatian spirituality is fostered and lived within those ministries
- Initiates and maintains contacts with a broad range of people and community organisations to ensure that the work of the Society can be completed in the most effective and efficient manner

### Respect

- Behaves in a culturally and linguistically sensitive manner that respects everyone regardless of their background, gender, sexuality, ethnicity or ability
- Provides and promotes an environment of mutual respect, dignity and fairness – free from discrimination, harassment, victimisation, bullying and violence to ensure that acceptable standards of conduct are maintained at all times and takes appropriate action if unacceptable conduct is observed

### Quality Assurance and Continuous Improvement

- Attends relevant meetings, workshops, conferences and training, as required
- Becomes familiar with and follows the Province's quality and standard policies, procedures and management instructions
- Is open to new ways of doing things that enhance working in an environment that subscribes to the Ignatian way
- Strives for continuous improvement in the quality system and work practices by being alert to opportunities for improvement

### Occupational Health and Safety

- Complies with the requirements of relevant Work, Health and Safety (or Occupational, Health and Safety) Acts and related procedures developed by the Mission
- Works in a manner that considers duty of care for self and others and be safety conscious at all times
- Reports inappropriate behaviours which endanger self or others including bullying and other harassing behaviours / incidents
- Reports to work physically and psychologically fit for duty
- Ensures all work areas are maintained in a safe condition and reports (to manager) if they are not
- Completes site induction (where necessary)

### Ignatian Spirituality

- To support and nurture the Province's Catholic ethos and Ignatian charism
- Participation and completion of Ignatian Induction and Ignatian Formation

## Part 1: POSITION SPECIFICATIONS

Position Structure		
<b>Organisation:</b>	The Australian Jesuits	<b>Division:</b> To be determined
<b>Award/Agreement and classification:</b>	Award Free	
<b>Reporting structure:</b>	Reports to	Director of Province Communications/Communications Manager with a dotted line to the Senior Editor of Jesuit Media
	Direct Reports	Nil

Position Objective
<p>To implement and contribute to the development of the Social and Digital Media content strategy for the Province and Jesuit Media in accordance with:</p> <ul style="list-style-type: none"> <li>• The Jesuit mission;</li> <li>• the Communications and Strategic (Apostolic) Plans of the Province; and</li> <li>• the Business plan of Jesuit Communications/ Jesuit Media.</li> </ul>

Position Specific Responsibilities
<b>KEY TASKS</b>
<ul style="list-style-type: none"> <li>• Manage the Province and Jesuit Media website (s)</li> <li>• Manage and moderate the Province and Jesuit Media social media channels – posts, shares, responses to comments in accordance with the Province Social and Digital Governance Framework.</li> <li>• Develop and manage a social media content calendar</li> <li>• Create and share engaging and shareable content, in keeping with the Jesuit mission, across Province and Jesuit Media social and digital channels</li> <li>• Prepare and distribute Province and Jesuit Media e-newsletters</li> <li>• Develop and update the Province Social Media Content strategy and program – including potential expansion into new channels and platforms</li> <li>• Develop and implement social media campaigns</li> <li>• Grow social media audience size and engagement</li> <li>• Manage the updates of content to Jesuit Media apps</li> <li>• Select, engage and manage tech/service providers and provide input into preferred content management and analytics platforms</li> <li>• Keep track of development in digital technology and feed ideas and recommendations back to the Province and Jesuit Media editorial team</li> <li>• Listen to, monitor, analyse and report on social and digital traffic, engagement, sentiment and use this data to target and promote social media content</li> <li>• Create and/or commission video, audio, imagery, infographics, animations to enhance content</li> <li>• Collaborate with the team and contribute to development and updates of Communications Strategy</li> </ul>

- Work collaboratively across the organisation sharing knowledge and experience and assist with digital and social media training and capability building across the Australian Province
- SEO and development of “mobile first” optimised content
- Liaise with communications teams from the various Province Ministries to source, share and otherwise engage with social media content as appropriate

## Part 2: Selection Criteria

### Mandatory Requirements

- A current Victorian Police Records Check
- A current Working with Children Check
- Demonstrated ability to manage time and be a self-starter

### Qualifications

- Degree qualified in a communications discipline: communications, public relations, multimedia, journalism, marketing

### Professional Experience

- 2-4 years social and digital content generation /management
- Web including basic HTML
- Content management systems
- Experience using social media tools: analytics, SEO and UX

desirable or  mandatory

- Multimedia
- Video and/or audio recording and editing
- Managing suppliers and service providers

desirable or  mandatory

### Key Knowledge Areas

- In depth understanding of content management systems (Wordpress and/or Master Publisher) and social media platforms and publishing tools including Facebook, Instagram, LinkedIn, Twitter, Youtube
- Creative ability and knowledge
- An understanding of and/or interest in the Jesuits and their mission - and the Catholic Church
- News, politics and current affairs and an appreciation of how matters in the news impact faith-based organisations, the Catholic Church and the Jesuits

desirable or  mandatory

## Key Person Skills/Abilities

- Ability to manage time, work well under pressure and to deadline
- Self motivated
- Excellent writing and editing skills
- Professionalism, attention to detail and accuracy
- Ability to build relationships with internal and external stakeholders
- Flexibility, responsiveness and maturity
- Demonstrable commitment to the purpose-led/ social sector/ volunteering
- A sense of humour and “can-do” approach
- A growth mindset

desirable or  mandatory

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Signature: of supervisor

Date: \_\_\_\_\_

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Role number: <<>>

Date reviewed: <<>>