



POSITION DESCRIPTION

POSITION TITLE:	Sales and Marketing Consultant
POSITION NO:	
AGENCY:	Archdiocesan Communications Office
SECTOR/DIRECTORATE/ SERVICE STREAM:	ARCHDIOCESAN SERVICES – RESOURCE DEVELOPMENT OFFICE
LOCATION:	Second Floor, Cathedral House, 143 Edward Street, Brisbane

STATUS:	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Casual
TENURE:	<input type="checkbox"/> Permanent <input type="checkbox"/> Temporary / Fixed Term <input checked="" type="checkbox"/> Regular Hours – No of Hours/Week: 37.5 (Avg) <input type="checkbox"/> Varying Hours – No of Hours / Week: (Est)
COVERAGE:	<input type="checkbox"/> Award - <input type="checkbox"/> Agreement - <input checked="" type="checkbox"/> Archdiocesan Salary Scale
CLASSIFICATION:	Level TBA
PAY LEVEL:	<input type="checkbox"/> Vehicle: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes (details below) <input type="checkbox"/> Package / <input type="checkbox"/> Job Facility: <input type="checkbox"/> Garaging Purpose <input type="checkbox"/> Personal Use

POSITION REPORTS TO:	Position: General Manager - Communications Name of Incumbent: Michael Crutcher
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WRITTEN BY:	Position: As above Person:
DATES:	Date Written: 21/1/16 Due for Review 21/1/18

ORGANISATIONAL ENVIRONMENT / OPERATIONAL FRAMEWORK

(Market, Org Overview, Technical Environment)

(incl. Org Structure – if appropriate up to 2 up, 2 down, Support Overview of Client)

The importance of communication to spreading the Gospel of Jesus Christ is as central today as it was 2000 years ago. While the methods of communication in 2015 are obviously more sophisticated, so is the competition for gaining traction with the hearts and minds of the community in a communication-saturated, hyperactive environment.

The Communications Office within the Archdiocese of Brisbane, which includes *The Catholic Leader* newspaper, provides the Archbishop with an effective channel for communicating key messages to the Archdiocese in a coherent and consistent communication approach, effectively utilising its resources to ensure its voice is heard.

The Catholic Leader newspaper is a weekly Catholic newspaper circulating within the Archdiocese, throughout Queensland and to other states of Australia while also including online and social media platforms. The Archdiocesan Communications Office is also responsible for content created for the Archdiocesan website and social media platforms. The Communications Office also creates content for, and distributes, e-newsletters across the Archdiocese’s agencies including Brisbane Catholic Education, providing valuable news to tens of thousands of people involved in the Archdiocese’s activities.

MAIN PURPOSE / OBJECTIVE OF ROLE / PRIMARY OBJECTIVE

The sales consultant has the responsibility to sell advertising space, which incorporates display, features, website and classified advertising for the Archdiocese’s communications outlets including *The Catholic Leader* sales, including print, online, subscriptions and signature issues. The sales consultant will be responsible for liaising with all the organisations connected with *The Catholic Leader* to increase and streamline subscription sales. The role will involve writing copy for advertising features or advertorials, and advertisement design. The role will also include reaching advertising goals for the Brisbane Archdiocesan website and the Archdiocesan e-newsletters. The position also includes some marketing assistance, working with the Creative Director to ensure the optimum distribution of the Archdiocesan communications products. The position reports to the General Manager – Communications because of the need for sales to go across all of the Archdiocesan communications platforms. But the position also takes guidance from *The Catholic Leader* Managing Editor and Creative Director.

KEY ACCOUNTABILITIES / JOB ROLE / SPECIFIC DUTIES / TASKS / RESPONSIBILITIES

“So that” – produce OUTPUTS / EXPECTATIONS

KRAS	Outputs / Expectations
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<p>Develop relationships with current and new advertising clients.</p> <p>Co-ordinate and effectively sell advertising space for special promotions and features for the Archdiocesan's communications outlets, primarily <i>The Catholic Leader</i> but including the Archdiocesan's e-newsletters, websites and social media outlets.</p> <p>Ability to create advertising campaigns based on client's budget and needs. Tailoring advertising packages integrating all possible advertising options to suit client.</p> <p>Daily liaising with the management on incoming bookings, inserts and any other advertising printed or published online. Ability to update the Google booking calendar and work with online Google sheets.</p> <p>Ability to organise and sell classified advertising.</p> <p>Increase the newspaper sales and visibility among all possible agencies, non-for-profit organisations, ministries, schools, parishes, universities and groups within the Catholic Church in Australia, as well as among clergy and religious congregations.</p> <p>Building relationships with influential organisations to partner with The Catholic Leader.</p> <p>Perform administrative tasks including creating weekly booking sheets for all advertising sales, liaising with <i>The Catholic Leader</i> accounts department.</p> <p>Perform advertisement design work on ad hoc basis, liaising with the client and editorial team.</p> <p>Prioritize workflow to achieve set timeframes for a range of projects.</p> <p>OH&S for self and others as per Archdiocesan Policies and Guidelines.</p> <p>Any other duties requested.</p>	<p>Identifiable increase in weekly income and newspaper sales and subscriptions over time.</p> <p>Target quotas are achieved and increase over time. The ability to work under pressure.</p> <p>Listening to clients needs and understanding the best approach to boost their visibility, adjusting on their budgets, and offering multiple advertising and marketing solutions.</p> <p>Punctuality and precision. Ability to meet balance between advertising and editorial levels in the printed edition. Awareness of existing clients and their advertising schedules.</p> <p>Deadlines for targets and projects are met consistently.</p> <p>Building relationships with internal and external stakeholders, businesses and key groups.</p> <p>Reach new markets and opportunities to increase visibility, subscription sales and public perception.</p> <p>Precision and accuracy in administrative tasks and meeting deadlines.</p> <p>Providing a holistic service and accommodating clients' advertising needs.</p> <p>Ensuring the Safety of all within the work environment.</p> <p>To support the team and ethos of the organisation.</p>
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PERFORMANCE ASSESSMENT / INDICATORS / MEASURES / KPIs / PERFORMANCE STANDARDS
<p>Fulfilling the above duties with accuracy, efficiency and meeting deadlines and budgets.</p> <p>Contributing to the quality of the working environment as a collaborative team player with all staff of the Archdiocesan Communications Office.</p> <p>Maintain a neat and presentable appearance as a representative of the Archdiocesan Communications Office, which includes <i>The Catholic Leader</i>.</p> <p>Appropriate professional relationships developed</p>

CUSTOMERS	
EXTERNAL	INTERNAL
Catholics of the Archdiocese of Brisbane Queensland and Australia-wide readers General public Advertisers Sponsors	General Manager – Communications Managing Editor and Creative Director, <i>The Catholic Leader</i> The Catholic Leader Team Members Resource Development Team Members All employees

INCUMBENT REQUIREMENTS:
<p>Competencies: A high level of interpersonal skills. Good written and verbal communication skills. High attention to detail. Successful selling experience in a role featuring multiple external clients.</p> <p>Knowledge / Qualifications: Knowledge of and commitment to Catholic Social Teachings. Demonstrated proficiency in a range of Microsoft Suite InDesign and/or Illustrator and Photoshop Experience in writing marketing copy and promotional material</p> <p>Work Experience: Proven experience in working with external clients.</p> <p>Personal Qualifications / Attributes / Traits / Capabilities: A good telephone manner Persuasive ability Confidence The ability to build relationships with customers Diplomacy and patience The ability to work under pressure and meet targets Ability to work in a team and take direction and instruction from management</p>

CHALLENGES / PROBLEM SOLVING CHALLENGES OF ROLE
Be aware of and abide by the responsibility governing credit, spaces, orders and accounts. Advise the General Manager – Communications of any doubtful or deteriorating credit situations. Working in a small team with defined resources. Balancing competing priorities.

DECISION MAKING / AUTHORITY LEVEL
(Authority to spend \$ / Freedom to Act without further Authority / Delegation Limits / Position Dimensions Required – Budget Size) Nil This position has the authority to cease work on unsafe grounds (if a life threatening or serious situation exists)

VERIFICATION / AUTHORISATION

Approved by: _____
(Position/ Title) (Name)

(Signature) /_____/_____
(Date)

HUMAN RESOURCES VERIFICATION :

Approved by: _____
(Position/ Title) (Name)

(Signature) /_____/_____
(Date)

(NB: A Director Position or Positions that report to Directors require approval from an Executive Director)