



Position Description

DIGITAL / VIDEO STORYTELLER

Reports to	Leader Pastoral Services
Organisation	Catholic Diocese of Auckland
Relationships	Bishop; Lead Team, news/digital team, Diocesan Staff, Parish Priests, Parish Secretaries; Ethnic Communities; Community Groups
Status	Full Time
Date reviewed	May 2024

Position overview

To develop and implement a proactive digital and video content for the Catholic Diocese of Auckland, to ensure effective social media presence with all stakeholders of the Diocese.

To enable the Diocesan vision through leading the development, production, and delivery of innovative creative content (including graphic, video and audio content and photos) that communicates the Gospel of Jesus Christ, helping people connect with and grow in the Catholic faith.

Responsible for the creative ownership of social media, Shine TV, writing, filming, editing, and publishing.

Key Accountabilities

Mission & Values	<ul style="list-style-type: none"> Integrate the Catholic Diocese Auckland purpose, priorities, staff values and our way of working into work practices and relationships. Model behaviour in line with the Diocese purpose, priorities, staff values and our way of working.
Communication Strategy & Planning	<ul style="list-style-type: none"> Develop and implement a Diocesan digital and video content to ensure consistent messaging, timely communications. Be proactive in communications and storytelling through digital and video platforms to help people connect with and grow in faith. Identify opportunities to improve the use of digital and video content for the Bishop and Diocesan agencies, events, and parishes. Look to grow and improve the quality and content available via the Diocesan Social Media presence. Work collaboratively across the Diocese and with key stakeholders.



<p>Digital Content Production</p>	<ul style="list-style-type: none"> • Filming – utilise both camera and phone devices to capture high-quality video footage. • Post-Production Editing – efficiently edit and enhance video content for different platforms, maintaining a consistent and visually appealing aesthetic. Optimise videos for maximum impact and engagement. • Produce live video feeds for platforms like Facebook and YouTube. • Manage and grow our Auckland Catholic YouTube channel by planning and executing video content strategies, optimising SEO, and fostering viewer engagement. • Maintain video equipment, ensuring it is in excellent working condition for shooting and recording purposes. • Develop and maintain effective relationships with key stakeholders (internally and externally) to enhance effective and innovative digital content. • Develop a range of high-quality, creative content (including graphics, video and audio content, and photos that communicate our mission and vision and engage our audience. • Promote the Diocesan relationship between parishes, schools, communities, and Diocesan agencies. • Production of <i>NZ Catholic</i>, digital newspaper and <i>CDA Connect</i>, digital newsletter. • Liaise with <i>NZ Catholic</i> advertisers on content and placement. • Prepare quality written and visual materials. • Create content writing for all media channels that resonates with our audience, encouraging shares, likes, and comments. • Ensure consistent branding and messaging across the Diocese.
<p>Shine TV</p>	<ul style="list-style-type: none"> • Organisation, filming, and production of Sunday Mass to be broadcasted on Shine TV each Sunday and via Diocesan YouTube and Facebook.
<p>Development - Other Media Channels</p>	<ul style="list-style-type: none"> • Social and digital media channels could be strengthened to amplify stories and reach audiences not reached through print or e-mail. • Grow the dedicated digital service to develop other evolving forms of media such as Podcasts, video content and creation, and other evolving digital platforms. • Keep up-to-date with social media and content trends, identifying opportunities to incorporate new formats and features into our video strategy.
<p>Digital Support/Special Projects</p>	<ul style="list-style-type: none"> • Assist the Bishop in his critical communication mission and support other diocesan works in telling their story through video. • Provide digital support to projects/activities as required.
<p>Health and Safety As an employee you are responsible</p>	<ul style="list-style-type: none"> • Complying with CDA’s health and safety policies, procedures, rules, and guidelines in a safe and responsible manner that will not place at risk your own health and safety, or that of any other person in the workplace.



for taking care of your own health and safety, and for the health and safety of other persons who may be affected by your actions or non-action. Therefore, you are responsible for:

- Contributing when consulted on workplace health and safety responsibilities and policies and providing feedback and suggestions to promote continuous improvement of health and safety procedures relating to CDA’s work/environment.
- Reporting all injuries, incidents, and hazards to the appropriate person in a timely manner and early reporting of any pain or discomfort.
- In the case of injury or illness, you must take an active role in the company treatment and rehabilitation plan, to ensure an “early and durable return to work”.
- Support your managers as required to meet their requirements of health and safety responsibilities and policies.
- At all times demonstrate the best health and safety behaviour to support a positive health and safety culture.

NOTE: This position description is a broad outline of roles and responsibilities for this position. Key responsibilities may vary from time to time, at the request of the Manager, to accommodate the operational needs of the department.

Areas of Critical Success

The Digital / Video Storyteller is expected to ensure that:

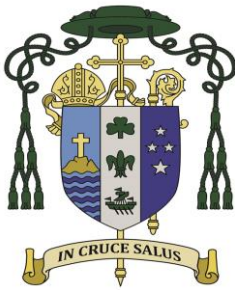
- Evidence of language, behaviour and attitudes towards all people are consistent with the Catholic Diocese Auckland purpose, priorities, staff values and our way of working.
- Articulates and role models the values.
- Decision making process includes values.
- The Diocese has effective digital content that tells, enhances, and strengthens the mission of the Diocese and communicate the Gospel of Jesus Christ.
- Our social and digital media presence is strengthened and reaches a wider audience.
- Sunday Mass for Shine TV is produced for broadcasting within timeframe.
- There is growth and innovation in other social media channels i.e., Podcasts and video content.
- Bishop assisted in his communication mission.
- Digital support provided to projects/activities of Diocesan teams as required.

Person Specification

Preferred

Education & Qualification

- A tertiary qualification or relevant experience in development of video and social media content.



Preferred Knowledge & Experience

- 3- 5-year experience in diverse digital design / storytelling role with evidence of success through a range of media.
- Experience developing a wide range of different types of content.
- Social media expertise – an in-depth knowledge of social media platforms, content platforms, and best practice to create engaging and shareable videos.
- A working knowledge of social media trends, tools, and technologies.
- Experience as a Videographer.
- Experience producing a range of different content from video to graphic design to memes.
- An understanding of video SEO and optimizing videos for search and discovery.
- An understanding and empathy with the ethos of the Roman Catholic Church.

Skills

- Strong storytelling abilities and creative vision to deliver compelling narratives through video and social media content.
- Be a competent, compelling, and quick writer, able to tailor content for multiple and diverse audiences.
- Excellent visual, written, and oral communication skills.
- Proven ability in stakeholder engagement.
- A collaborative approach, with excellent interpersonal and people skills.
- A proactive and engaging style, with demonstrated ability to influence.
- Proficiency in using camera and phone devices for video shooting, understanding lighting, composition, and audio.
- Graphic Design.
- Proficiency in post-production editing software to produce polished videos and knowledge of motion graphics and animation for enhancing video content.
- Familiarity with live video streaming platforms and the ability to manage live broadcasts.
- Strong initiative and ability to come up with new ideas, plan, and lead projects from start to finish.
- Strong organisational skills and ability to work autonomously.
- A can-do and flexible attitude.
- Commitment to ongoing professional development.
- Precise proofreading skills.
- Computer literate and competent with post-production editing software.
- Ability to manage personal time to meet deadlines.

