



Catholic Diocese of Bathurst



Charles Sturt
University

Work Placement Position

Catholic Diocese of Bathurst Marketing Coordinator

The Diocese of Bathurst is located in rural New South Wales and covers an area of 103,680 sq km. It has 17 parishes with the northern most being Coonamble, the southern-most Cowra, the most easterly being Lithgow and the most western being Dubbo. There are thirty-three Catholic primary and secondary schools across the Diocese.

In addition to its Parishes and Schools, it operates the Catholic Development Fund, which offers investment account, transactions accounts and loans for School and Parish capital works, with funds under management of \$140 million.

To find out more, visit bathurst.catholic.org.au

Subject: **Session 1 (30):** BUS220 (70 hours), BUS370 (120 hours)
Session 2 (60): BUS110 (35 hours), BUS370

Specialisation: Marketing

Location: Bathurst

Availability: To suit candidates timetable

Further Information: The role is intended to build on the marketing strategy work undertaken in Session 1 of 2021 by another placement student, to explore methods to increase the financial support channels that are used by Parishioner to support their Parish, and to increase the depositor base for the Catholic Development Fund.

Key activities include:

- Refinement and conduct of surveys to ascertain key aspects of motivation behind Parishioner financial support
- Analysis of survey results, and update of Marketing strategy based on finding
- Preparation of marketing materials for use in the various customer segments, and communication channels

How to Apply: Email Cover Letter, Résumé, Academic Transcript and [Authority to Disclose Information](#) to Patrick Cooper, Diocesan Financial Administrator, dfa@bathurst.catholic.org.au or call 02 6334 6402 for further information.

Closing Date: [Closing Date](#)
