



DIOCESE OF MAITLAND-NEWCASTLE

CHANCERY OFFICE

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MEMO

To: Heads of Agency; Staff of CatholicCare, Catholic Schools Office and Diocesan Offices; Clergy of the Diocese

From: Bishop Michael Malone

Date: Friday, 17th December, 2010

Subject: Appointment of Communications Manager for the Diocese of Maitland-Newcastle

I am pleased to announce the appointment of Emma Blackford to the role of Communications Manager for the Diocese of Maitland-Newcastle.

Emma is currently employed as the Marketing and Communications Manager for CatholicCare and has been responsible for rebranding CatholicCare following the merger between Centacare and Catholic Care of the Aged in 2007. Emma has been effective at promoting CatholicCare by marketing the events and good news stories staff and clients have been involved in to the media, designing a brand new style guide and marketing materials, as well as project managing the new CatholicCare website which was launched this month.

Prior to working with CatholicCare Emma completed a Bachelor of Communication with a double major in Journalism and Public Relations before working as a radio broadcast news journalist then as the senior executive producer of 2HD's current affairs breakfast show. Emma has completed Audit Reports, Case Studies, Issues Management Strategies and a SWOT Analysis for a variety of local not-for-profit organisations as well as working in a volunteer capacity on the media team for both Surfest and the Cancer Council NSW Relay for Life.

Emma will work with the Diocesan Communications Team to handle all media, communications and marketing for the Diocese including CatholicCare and the Catholic Schools Office. We look forward to her commencing in this role from 17th January, 2011 and welcome her on board.

+ Michael Malone