



Position Description

Position Title **Director of Communication and Marketing**

Group: Executive

Supervisor: Principal

Date of Review: August 2025

About Macquarie

Established in 2001, Macquarie is a thriving Pre-Kindergarten to Year 12 Day and Boarding Co-Educational School with a current student population of 650. As one of 18 schools within the Sydney Anglican Schools Corporation, we create a Christian educational environment that integrates faith, learning, and service, guided by the principles and values of the Anglican Church.

Our mission is to develop resilient young people who make a difference through a high-quality, affordable, Christ-centred education. Our values encompass Faith, Community, Character, and Excellence, and we value our shared Christian faith, a culture of lifelong learning, an inclusive and respectful community, and our deep connection to the Central West.

Macquarie staff are our greatest asset, with high-quality teaching and stable staffing in our school. We prioritise investment in their professional development and well-being. Through regular reflection and evaluation, we build capacity in future leaders, supporting teachers in their career growth.

We have high expectations around our learning culture, behaviour, and attendance. A growth mindset, and openness to new experiences are the norm. We encourage students to strive to be their best selves, every day. We recognise and celebrate their achievements. Students proudly wear uniforms and expectations around behaviour are clear.

Macquarie boasts a rich co-curricular offering in the domains of Sports, Arts, Academics, Agriculture and Service. Our Outdoor Education program is outstanding, with students in Years 3 to 12 participating in annual experiences in the great outdoors that challenge them and allow them to experience God's world beyond Dubbo.

Teaching and Learning

At Macquarie Teaching and Learning is designed to cultivate students' independence as learners, fostering habits that enhance their engagement and equipping them with strategies to become more effective learners. Our goal is for teachers in every classroom to impart subject-specific content and nurture lifelong learners' habits and character traits. Through this approach, students at Macquarie will develop a 'Learning Mind.'

The framework is inspired by Guy Claxton's Building Learning Power Approach, rooted in science and research. It emphasises the development of four key learning dispositions, known as the four R's: Resilient, Resourceful, Relational, and Reflective. Each disposition is further divided into specific 'learning muscles' that can be strengthened through targeted teaching and learning activities.

Key Principles

Encourages Continuous Improvement: Both teachers and students are motivated to become better learners.

Embraces Challenges: Students learn to tackle challenges without the fear of failure.

Structured Learning: Learning is broken into manageable chunks to facilitate understanding.

Builds Confidence: Students gain confidence in their learning abilities.

Integrated Approach: The framework is embedded in all aspects of learning.

Develop Lifelong Skills: Students acquire skills that will benefit them throughout their lives.

Common Language of Learning: Provides a shared vocabulary for students to comprehend and discuss the learning process.



Role Summary

The Director of Community Engagement and Marketing is a key member of the School Executive team.

The Director of Community Engagement and Marketing is a key leader in the areas of relationship development and advancement of the School.

The Director of Community Engagement and Marketing is responsible for Marketing, Internal & External communications, Community, Alumni relations and relationship management between the School and its stakeholders.

The role is responsible for implementing strategy relating to student and staff recruitment and ensuring all professional contact with the community is positive and welcoming with the aim to build lifelong sustainable relationships.

This position focuses on an all-inclusive culture of engagement with our broad and varied community

Key Roles and Responsibilities

Community & Alumni

- Develop productive relationships with the Parents & Friends Association relating to community relations and fund-raising activities. Attend P&F Meetings.
- Develop and implement effective community relations with current students, alumni and their families and the broader community.
- Organise parent information sessions and community events relevant to the needs and interests of current families.

Marketing

- Develop, implement and update as required, the Marketing, Communications, Engagement and Enrolment strategies for the School, whilst evaluating the local and regional markets and best practices for regional schools, to deliver a positive profile reflecting the School's purpose, strategic imperatives, stakeholders and to meet enrolment standards.
- Develop an annual advertising program to achieve a coordinated focus with marketing, public relations and promotional communications.
- Review, advise on and oversee the School's print publications and annual publications schedule.
- Oversee the events committee and the creation and management of the events calendar.
- Oversee the detailed planning and execution of the marketing aspects of special events, information evenings, boarding expos and launches in conjunction with the relevant School manager and external agencies to maximise media coverage.
- Identify media opportunities and other public relation initiatives and utilise these to promote the School.
- Oversee content, posts and monitoring of social media.
- Maintain the brand identity program for the School including management of the style guide.
- Oversee the School's relationship with advertising and design agencies.
- Direct the development of relevant promotional materials to current and future families.
- Attend out of hour's meetings and School events.

Internal & External Communications

- Oversee all aspects of the internal and external communications from the School in line with the brand. This includes the School Newsletter, Website, Social Media, School Diary, Annual School Report, Strategic Planning documents, Job Ads, Yearbook and Garru editions and any other publications as required by the Principal.

Skills & Knowledge

Key Selection Criteria

- Tertiary qualification in communications.
- Minimum 2-3 years office experience.
- Marketing planning, segmentation, analysis and research experience.
- Highly developed initiative and ability to think strategically.
- Highly developed interpersonal skills.
- Strong written and verbal communications skills.
- Strong customer service focus.
- Demonstrated ability to always maintain confidentiality and professionalism.
- Knowledge and experience with digital marketing and analytics.
- Excellent knowledge of Microsoft Office and Adobe Suite products.
- Well organised, flexible, proactive, resourceful and efficient.

Professional Requirements

- Actively support the mission of the School, as a member of the *Anglican Schools Corporation*, through your professional and personal example both in and out of the School.
- Having an active Christian Faith.
- Ability to lead the continual improvement process.
- Be well presented, well spoken, and an ambassador for the School through your personal demeanour.
- Comply with all Child Protection legislation.
- Demonstrated ability to:
 - Retain highly confidential information with discretion
 - Work under pressure
 - Set priorities and meet deadlines
 - Solve complex problems creatively
 - Communicate effectively with a wide range of people, from young students to staff and external community members.
- Comply with all relevant policies and procedures relating to Workplace Health & Safety and report all hazards and unsafe workplace practices to the Health & Safety Committee.
- Maintain Working with Children Check clearance and comply with all relevant policies relating to Working with Children.
- Retain current First Aid / CPR/ Anaphylaxis and Asthma certification.

Child Safety

Macquarie Anglican Grammar School is committed to Child Safety and complies with the requirements of the Child Protection (Working with Children) Act 2012. All employees are required to comply with applicable Child Protection legislation and are responsible for ensuring that The School's Child Safe policies, procedures and programs are at the forefront of all that we do.

All staff have a responsibility to report risk of harm concerns about children and young people, within their roles, and to provide support to children and young people.

The successful applicant is required to satisfy child protection screening and adhere to the School's Child Safe Policy and Code of Conduct.

Work Health and Safety

Macquarie Anglican Grammar School is committed to Work, Health and Safety with the requirements of the Work, Health and Safety Act 2011. All employees have a Duty of Care, a responsibility to ensure that they and other people are safe in the workplace.

Employees must:

- take reasonable care for their own health and safety
- take reasonable care for the health and safety of others
- comply with any reasonable instructions, policies and procedures given by their employer and business

Application Process

- Complete the Application for Employment – Teaching form which can be found under the careers icon on The Schools website
- Provide a cover letter and supporting statement (2 pages max.) regarding your experience which demonstrates your ability to meet the listed criteria

Please forward you application with above documents via email as one PDF document, entitled Private and Confidential to:

Mrs Alison Mitchell | Principal, Macquarie Anglican Grammar School

Email: employment@mags.nsw.edu.au

Acknowledgement

I acknowledge that I have received this position description and understand that this is not a contract of employment. I am responsible for reading and understanding this position description and complying with all position duties, requirements, and responsibilities contained herein, and any subsequent revisions.

Name: _____

Signature: _____

Date: _____