

Position Description

Position Title **Head of Community Engagement**

Purpose of the Position

The Head of Community Engagement is a key member of the School Executive team.

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

The Head of Community Engagement is responsible for Enrolments, 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 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

This position directly reports to: Infrastructure Manager / Headmaster

Key Working Relationships

Executive and Leadership Teams including: Head of Junior and Senior School, Head of Wellbeing and Heads of Departments and the School Administrative Team,

Hours of Work

Full-time.

Hours of work will be during the School Office open hours from 8.30am to 4.30pm Monday to Friday. In addition, the Head of Community Engagement may be required to work after hours or occasionally on weekends.

The Role

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 or School events.

Admissions & Enrolments

- Develop and implement an appropriate strategy to maximise student enrolments covering the elements of lead generation, conversion and retention.
- Manage the relationship between the School and prospective students and their families, from the time of initial enquiry to the students' entry into the School.
- Oversee the enrolments process for all enrolments from receipt to initial enquiry through to the interview and approved offers.
- Oversee the mail-outs, data collection and data entry in relation to enrolment processes.
- Oversee the management of waiting lists.
- Oversee the School's enrolment records database.

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, Yearbook and prospectus.

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 maintain confidentiality and professionalism at all times.
- 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.

Involvement in School Life

- Attendance to Staff Devotions
- Attendance to other staff meetings as required by the Headmaster and the Executive
- Participate in co-curricular activities.
- Perform other duties that are deemed appropriate by and in negotiation with the Infrastructure Manager and or Headmaster as required from time to time.