

An aerial photograph of the Ipswich Girls' Grammar School campus. The main building is a large, light-colored structure with a blue roof and a central tower. It is surrounded by lush green trees and a paved area with a flagpole. In the foreground, there is a green sports field.

Appointment of

DIRECTOR OF ADVANCEMENT



**IPSWICH GIRLS'
GRAMMAR SCHOOL**
— & —
IPSWICH JUNIOR GRAMMAR SCHOOL

FROM THE PRINCIPAL

At Ipswich Girls' and Junior Grammar School, we value individual strengths and talents, nurture students to collaborate towards shared goals, and inspire them to look outward to the world.

Our motto, *Omnia Superat Diligentia* – Diligence Overcomes All, underpins our forward-thinking, independent education for girls in Years 7 to 12 and co-education in our Early Learning Centre and Junior School. We strive to prepare our students for a lifetime of learning, leadership and service.

The Director of Advancement will play a pivotal role in delivering our future-focused strategic plan. This role will lead and integrate the School's philanthropy, community engagement, alumni relations, enrolments, marketing and communication initiatives and brand management to strengthen our reputation, grow our community (locally and internationally), and secure the engagement resources needed to support the School's Vision.

SCHOOL

133

years old

STUDENTS

1,248

from Kindy – Year 12

STAFF

280

people



ABOUT THE SCHOOL

At Ipswich Girls' Grammar School including Ipswich Junior Grammar School, we are proud of our long-standing tradition of educational excellence since 1892. We are committed to nurturing each student's unique talents and preparing them for the future with grit, grace, and purpose.

We offer a robust and inclusive learning environment from Kindergarten to Year 12, with co-education in the early years and girls-only education from Year 7. Our values – diligence, excellence, respect, integrity, and care – are embedded in every aspect of school life. We cater to diverse learning needs, offering support for English language learners and extension opportunities for gifted students.

Our proud history includes trailblazers like Miss Fanny Hunt, our founding Headmistress and the first woman to graduate from Sydney University with a Bachelor of Science, and Eleanor Greenham, our first enrolled student and the first Queensland-born woman to earn a degree in Medicine. Today, our alumni continue to excel globally across fields such as medicine, law, engineering, politics, and the arts.

At Ipswich Girls' Grammar School including Ipswich Junior Grammar School, we believe every student is destined to be...

[VISIT SCHOOL WEBSITE](#)



THE ROLE

The Director of Advancement is a member of the School's Executive team, responsible for the strategic leadership and operational management of the Advancement Department. The portfolio includes:

Philanthropy and Fundraising: developing and delivering giving programs and capital campaigns.

Alumni and Community Engagement: building strong, enduring relationships with past, present and future stakeholders.

Marketing, Communications and Brand Management: developing strategic marketing and communications plans with a view to promoting the School's brand and strategic positioning in the community and education sector.

Enrolments: leading and growing student recruitment domestically and internationally and positioning the School as a school of choice in Australia.

Partnerships and Community Relations: fostering mutually beneficial connections with the broader community, businesses, industry and education partners to promote IGGS/IJGS students, open potential education and employment pathways and access to resources in alignment with the School's strategic and operational plans.

The Core focus areas include:

- Strategic and Operational Leadership
- Philanthropy and Fundraising
- Alumni and Community Engagement
- Marketing, Communications and Brand Management
- Enrolments and Student Recruitment
- Partnership and Community Relations



POSITION

RESPONSIBILITIES

1 Strategic and Operational Leadership

- Lead the development and implementation of the Advancement Departments annual operational plan, financial budgets, KPIs, and reporting, aligned with the School's strategic priorities.
 - Provide vision, leadership, and mentoring to the Advancement team, fostering a culture of collaboration, innovation and service.
 - Ensure strategic integration of philanthropy, community engagement, alumni, marketing and communications, enrolments, and external partnership activities to deliver measurable outcomes.
 - Present regular performance and impact reports to the Executive team and Board of Trustees.
 - Maintain domestic and international connections and market awareness to benefit the School's student enrolment program and targets.
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2 Philanthropy and Fundraising

- Develop and deliver a comprehensive philanthropy program, including but not limited to Annual Giving Days, Major Gifts, Capital Campaigns, Bequests and Gifts.
 - Build and steward relationships with donors, corporate partners, and philanthropic bodies.
 - Prepare compelling proposals and sponsorship submissions to secure financial and in-kind support.
 - Ensure best-practice governance, compliance, and donor recognition in all fundraising activities and on the achievement or realisation of school achievements or outcomes resulting from donor contributions.
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3 Alumni and Community Engagement

- Strengthen and maintain effective community relations with Parents and Friends (P & F), Old Girls Association (OGA) and various organisations in the Ipswich region and other communities.
- Develop and oversee a calendar of reunions, networking events, and community functions.
- Oversee recognition programs including receipting of gifts, and programs or functions that acknowledge donors.
- Oversee the organisation of, and participate in, all community relations events such as Open Days; Discovery Tours; School Expos; rural tours; Orientation Days; and other strategic enrolment and marketing events.
- Leverage alumni networks to support enrolments, philanthropy, and career development opportunities for students.
- Maintain accurate alumni and supporter databases to inform targeted engagement.

POSITION

RESPONSIBILITIES

4

Marketing, Communications and Brand Management

- Oversee the production of all publications, advertising, digital content, and media to ensure brand consistency and strategic alignment.
- Develop and execute innovative and integrated marketing campaigns to support enrolments, a positive school reputation and community engagement.
- Proactively manage media relationships, including crisis and other communication and positioning IGGS/IJGS as a school of choice.
- Enhance the School's online presence through effective website, social media, and e-communication strategies.

5

Enrolments and Student Recruitment

- Lead the student recruitment strategy from Early Learning to Year 12, including international enrolments.
- Ensure the enrolment pipeline is efficient, service-oriented, and fosters a sense of belonging from first contact through to orientation.
- Make certain the School's enrolment policies and procedures from Early Learning to Year 12 and international students are compliant and reviewed annually.
- Oversee international study tours and short-term student stay programs.
- Oversee scholarship and bursary programs, including promotion, application management and review.
- Represent the School at key enrolment events, and recruitment fairs (domestic and international as required).
- Ensure enrolment capacity is always maintained and in line with the School's strategic plan.
- Monitor and maintain data on enrolment trends, movements, churn and student pathways post-graduation.

6

Partnership and Community Relations

- Identify and cultivate partnerships with businesses, community organisations, and educational institutions (domestic and abroad).
- Explore and implement initiatives that generate non-tuition revenue streams.
- Represent the School at local, regional, state and international events to enhance the School's profile and opportunities.
- Foster and maintain collegial connections with other Grammar Schools within Queensland.

ABOUT YOU

You are a high performing and dynamic leader with extensive experience and relevant qualifications in Advancement (preferred), Fundraising, Marketing and/or Strategic Partnerships, ideally in an education or not-for-profit environment. You are:

- A strategic thinker and relationship builder, passionate about education and community.
- Skilled in leading multi-disciplinary teams and delivering measurable results.
- Experienced in fundraising, donor stewardship and alumni engagement.
- Proficient in marketing, communications, and brand management.
- Comfortable working in a fast-paced environment and influencing diverse stakeholders.
- A highly organised, influential and relational leader who is considered when making decisions.

Knowledge, Skills and Experience

Knowledge:

- In-depth knowledge of the independent school sector or not-for-profit environment.
- Best practices in advancement, enrolments, fundraising, alumni relations, marketing and communications.
- Strategic planning, legal, and ethical standards in fundraising, marketing and enrolments.
- Familiarity with advancement-related software and tools.

Skills:

- Exceptional leadership, strategic thinking and communication abilities.
- Excellent interpersonal skills and ability to foster strong stakeholder relationships.
- Strong analytical and organisational skills.
- Creative and innovative mindset.

Experience:

- Proven senior leadership experience in Advancement or related field.



WHAT SUCCESS LOOKS LIKE

Success in this role is defined by achieving measurable outcomes across multiple domains:

Enrolments: steady growth in student numbers, high retention rates, and a seamless and positive enrolment experience.

Fundraising: increased revenue through diverse sources including grants, major gifts, community fundraising and events; strong donor relationships and retention.

Alumni Engagement: active, engaged alumni network contributing through donations, mentoring, student employment and education pathways, and volunteering.

Marketing and Communications: enhanced reputation, consistent messaging, effective digital presence, and increased engagement (both externally and internally with students and staff).

Operational Management: Efficient resource allocation, budget management, innovative practices clear performance metrics.

Team Leadership: high performing, engaged team with access to professional development, clear succession planning and a collaborative culture.



KEY SELECTION CRITERIA

- 1** Demonstrated success in leading an advancement or related function, with experience in philanthropy, alumni relations, marketing and/or enrolments.
- 2** Proven ability to develop and implement strategic plans that achieve measurable growth in engagement, revenue and reputation.
- 3** Measurable track record in fundraising and donor relationship management, including major gifts and campaigns.
- 4** High-level interpersonal, networking, public speaking skills and leading and influencing a multi-disciplined team.
- 5** Strong capability in using digital media, CRM systems, and communication tools to engage stakeholders.
- 6** Willingness to work outside normal business hours and represent the School at key events.



YOUR APPLICATION

If this sounds like you, and you are interested in joining a highly respected school community, please provide the following information in your application:

1. Curriculum Vitae (over no more than 3 pages).
2. Cover Letter (over no more than 1 page).
3. Responses to the Key Selection Criteria (over no more than 3 pages).
4. Contact details of three professional referees, one of which must be your current Manager or Supervisor.

Please address the Cover Letter to:

Mrs Wendy Jurss

Acting Principal

Ipswich Girls and Junior Grammar School

82 Chermside Road

IPSWICH QLD 4305

Applications close 5pm Monday 8 September 2025 and must be submitted via [Seek.com](https://seek.com).

