



POSITION DESCRIPTION

Title: Director of Community Engagement and Marketing

Reports to: Chief Operating Officer

FTE: Full-time

Date: October 2019

Genazzano FCJ College is a high performing Catholic day and boarding school beginning with the Early Learning Centre (co-educational 3 and 4-year-old kindergarten) and girls only education from Preparatory to Year 12.

Reflecting the ideals and values of FCJ education, Genazzano FCJ College aims to promote the spiritual, moral and academic formation of its students. The Vision and Mission Statement describes the Genazzano graduate as a young woman with a passion for life, a love of learning and the courage and confidence to lead and serve others. It also identifies an excellent academic program, a quality religious education program, an intensive co-curriculum and an active engagement with issues of social justice as the means by which this vision can be achieved.

The Director of Community Engagement and Marketing holds particular oversight of the marketing and communications in a faith-filled Catholic FCJ College community, with the aim to have enrolment at capacity and a positive College reputation.

EXPECTATIONS OF STAFF IN A CHILD SAFE SCHOOL

Genazzano FCJ College is committed to creating and maintaining a child safe environment in which all students, including Aboriginal children and students with a disability, feel safe and are safe. Our College actively promotes the safety and wellbeing of all students and all staff members are committed to protecting students from abuse or harm in the College environment, in accordance with their legal obligations including child safe standards. A condition of employment is that staff are deemed to be persons suitable to work with children. Genazzano FCJ College has a *Child Safe Policy* and a *Child Safety Code of Conduct*. All staff members of the school are subject to and expected to comply with the *Child Safe Policy* and the *Child Safety Code of Conduct*.

THE ROLE

- To develop and implement a strategic marketing plan to enhance the College's profile
- In consultation with the Principal and Chief Operating Officer, assist with media enquiries so as to promote and uphold the reputation of the College
- Manage and oversee the work of the Development Team
- Work closely with the Enrolments Manager and Registrar to seek opportunities to increase enquiries and conversion rates
- Oversee stakeholder communications across the College, upholding the College's reputation ensuring all communication is of the highest standard
- Maintain, revise and ensure the internal and external community understand and adhere to the College Communications and Style Guide
- Compile and manage the annual publications calendar

- Manage media budgets, media payments and execution of advertising plan in consultation with the Chief Operating Officer
- Support the annual and specific projects fundraising campaign

KEY RESPONSIBILITIES AND DUTIES

Marketing:

- Implement the marketing plan in consultation with the Chief Operating Officer and the Principal
- Promote the College by identifying opportunities and formulating and circulating appropriate publicity material
- Develop an annual advertising schedule, particularly in relation to enrolment targets
- Liaise regularly with the Registrar regarding enrolment trends
- Prepare public relations and College promotional activities and/or materials, including for potential intake Primary Schools/Kindergartens/Maternal Child and Health Care Centres
- Liaise with local, interstate and international publications to promote the College through editorials and advertisements
- Develop key media and community relationships to maximise media exposure
- Manage the College's online presence through the website and social media accounts
- Prepare advertising material and work with agencies as required
- Negotiate with vendors and other media for publicity
- Monitor media and advise the College Executive Team of current events with potential impact on the College

Publications and Communication:

- Advise on, oversee, proof-read and evaluate the College's publications and marketing elements to advance the College's Strategic Objectives and to develop the representation of the Genazzano brand in the market including but not limited to:
 - College website
 - GenNarrations magazine and College newsletter
 - College curriculum handbooks
 - Celebratory publications (e.g. VCE flyers)
 - Brand collateral
 - Event collateral
 - College annual yearbook
 - Booklets for celebration
 - Fundraising support publications or collateral
 - Other publications and marketing needs as they arise, or as requested by the College Executive Team
- Work with internal resources and third parties to create promotional videos and online content for the College
- Develop, maintain and provide staff with a revised style guide and templates
- Be the point of contact for the provision of material such as photographs as agreed, for relevant external organisations
- Provide advice to staff with print projects in relation to branding, quality and consistency of brand image

Community:

- Identify and implement processes for surveying and seeking feedback from the community and other stakeholders to provide data and information for planning, inform marketing priorities and meet government compliance requirements
- Coordinate the promotion of and oversee College marketing events including Open Mornings/Evenings in liaison with the Registrar and the Enrolment Manager
- Be an active and vibrant presence at all community engagement events to promote the College positively
- Provide promotional advice and public relations support to staff responsible for specific events such as the Annual Music Concert, Parent Evenings, etc.
- Liaise with various organisations within and outside the College, including parishes, schools and local community groups, in relation to providing enrolment and promotional information
- Represent the College at promotional and community events

Other:

- Prepare and monitor the marketing budget
- Comply with all relevant College policies and procedures
- Perform any other duties as required from time to time by the Principal

KEY RELATIONSHIPS

- Principal
- Members of Executive Team
- Development Team
- School Community
- Prospective parents and students
- Other staff
- Parent Associations & Alumnae
- Media, Journalists, Advertising and Design Agencies

COMPETENCIES

- An appreciation of contemporary education marketing, parental/student decision making, student recruitment and retention strategies
- High level stakeholder engagement experience and the ability to represent Genazzano at senior levels within the College community
- Strong client service focus with the ability to network successfully and represent Genazzano both internally and externally in a professional manner
- High level planning and organisational skills
- Positive outlook, exceptional interpersonal skills and high emotional intelligence with demonstrated ability to build authentic, collaborative and productive relationships
- Sound judgment and a calm and mature disposition
- Strong moral and ethical compass and cultivates credibility and honesty
- Creative and critical thinker who is open to new possibilities
- Commitment to a high level of confidentiality and discretion
- Strong community and service ethic and commitment to deliver exceptional service

SPECIFIC REQUIREMENTS

The Director of Community Engagement and Marketing will have:

- Tertiary Qualification in Marketing or a related discipline or equivalent experience which demonstrates a wide range of skills in areas of communication, public relations and marketing (a Certified Advancement Practitioner qualification would be advantageous)
- Demonstrated track record of developing, implementing, evaluating marketing, fundraising and/or communication strategies, conducting promotional campaigns and managing marketing budgets
- Experience overseeing the design and production of print materials and publications and excellent working knowledge of Microsoft Office and Adobe Suite products and willingness to develop skills in other relevant programs/software
- Strong creative, strategic, analytical and organisational skills
- Excellent written, presentation, oral communications and interpersonal skills
- Familiarity with the education sector and an ability to support the FCJ charism, Ignation spirituality and our Catholic ethos
- Highly developed interpersonal skills, including the ability to work effectively with people of all ages, in particular the student body and members of the College communities
- High quality administrative skills with the ability to manage a number of competing tasks simultaneously and to meet deadlines
- Able to show initiative, common sense and problem solve in own function area and coordinate duties for special events
- A willingness to cooperate with the College in all areas of legal obligations relating to schools e.g. Work Health & Safety, Privacy legislations and Child Safety
- Current motor vehicle driver's license
- Working with Children Check and National Criminal Record Check

CONDITIONS OF EMPLOYMENT

- The role is a full-time position, and as a member of the Development Team, there will be a requirement to work some additional hours to support out of school time events
- This position is an ongoing role with four weeks leave per annum
- The position will accord with the Victorian Catholic Schools Multi-Employer Agreement 2018
- Remuneration will be commensurate with skills and experience, and accord with that of similar senior development office roles in like schools