

Position Title:	Director of Community Engagement (referred to as 'Director' throughout the document)
Responsible to:	Head of College
Reports to:	Deputy Head of College
Overview:	<p>The Director is responsible overseeing all facets of Community Engagement and developing an integrated approach to it here at St Peters.</p> <p>Community Engagement at St Peters includes Admissions, Marketing & Communications, Community Relations, Parents & Friends Association (P&F), St Peters Old Scholars Association (SPOSA), Event and Venues Management and College Main Reception.</p>
Accountabilities	<p>Accountabilities of the Role:</p> <p>As delegated by the Head of College, the Director is accountable for:</p> <p>Strategic & Operational Leadership:</p> <ul style="list-style-type: none"> • Develop and execute a comprehensive Community Engagement Strategy that supports the College's mission and vision. • Lead and align the efforts of the Admissions, Marketing and Communications, Community Relations, P&F, SPOSA, Events and College Main Reception to create a unified approach to community engagement and high-level outcomes. <p>Admissions:</p> <ul style="list-style-type: none"> • Oversee the admissions process, ensuring a welcoming, engaging, positive, timely and efficient experience for prospective families from initial inquiry through to place offer. • Work with the Senior Leadership Team and the Director of Boarding to develop and implement strategies covering the elements of lead generation, conversion and retention to maximise student enrolments. • Analyse demographic and enrolment data and trends to inform decisions and future enrolment planning. <p>Marketing, Promotions & Communications:</p> <ul style="list-style-type: none"> • Oversee and strategically drive Marketing Campaigns, Community Events and Activities. • Lead the creation and execution of marketing and communication plans to enhance the College's brand and reputation. • Maintain the Brand Identity Program to ensure a high level of recognition of the College internally and externally. • Oversee the development and coordination of promotional materials, including brochures, newsletters, social media content, and the College website. • Oversight of Key Messaging across all platforms and communications. • Oversee the Planning and Execution of Promotional Events of the College including Open Day

	<p>Community Relations & Partnerships:</p> <ul style="list-style-type: none"> • Build and maintain relationships with key community stakeholders, including parents, SPOSA, local businesses, and other educational organisations. • Development of a Plan to engage Old Scholars and Parents in the College. • Oversight of the various activities and events of the P&F and SPOSA. • Represent the College at community events and meetings to enhance the College's presence and partnerships. • Develop connections with local and other businesses in an effort to build mutually beneficial partnerships. <p>Events Team Management:</p> <ul style="list-style-type: none"> • Strategic oversight and direction of the College's bookable venues. • Ensure that the highest standard of service is offered in a professional manner for the benefit of all attending events in the College's significant public spaces (Auditorium, Theatrette, Servery, Amphitheatre), which serve dual purpose - professional and educational. • Advises Senior Leadership on requested sponsor venue hire arrangements and seeks appropriate arrangements for the benefit of the College community. <p>College Main Reception:</p> <ul style="list-style-type: none"> • Oversee the function of College Main Reception. <p>Resource Management & Development:</p> <ul style="list-style-type: none"> • Identify and pursue opportunities for funding, sponsorship and partnerships that support community engagement initiatives. • Manage budgets and allocate resources efficiently to maximize impact. • Monitor and evaluate the effectiveness of community engagement efforts, using data to inform strategic and operational decisions. <p>Other responsibilities as directed by the Head of College or Deputy Head of College.</p>
Key Reports	<p>Admissions Manager Communications & Publications Officers Community Liaison Officer SPOSA Officer Events and Venue Manager College Receptionist</p>
Knowledge, Experience & Qualifications	<ul style="list-style-type: none"> • Formal Academic Qualifications in a relevant area such as marketing, communications, public relations or events will be viewed favourably. • Minimum of 5-7 years of experience in key areas such as community relations, admissions, events, marketing, or communications, with at least 3 years in a leadership role. • Advanced computer literacy in a range of applications

Selection Criteria	<p>The successful applicant must possess or be eligible to possess a Positive Notice Blue Card for Working with Children.</p> <p>It is expected that the successful applicant represents the College's Vision, Mission, Values and Ethos within and beyond the College community.</p> <p>SC1 Effective Leadership, Interpersonal and Communication Skills to develop a high performing team; provide strategic and operational direction to the team and build positive relationships with diverse stakeholders.</p> <p>SC2 Experience in developing and implementing strategic initiatives that drive enrolments, enhance brand and reputation, and build community engagement.</p> <p>SC3 Proficiency in communications and marketing, especially in the area of digital and social media and brand management.</p> <p>SC4 Sound organisational and project management skills, with the ability to manage multiple priorities.</p> <p>SC5 Experience in event planning and management.</p> <p>SC6 Excellent interpersonal, relational and communication skills, with the ability to build positive relationships and engage diverse stakeholders.</p>
Terms and Conditions	<p>Salary & Conditions – to be negotiated.</p> <p>Tenure – 5-year contract.</p> <p>Please note that the role requires occasional regional and international travel; as well as flexibility to work evenings and weekends as needed for school events and activities.</p> <p>Terms and Conditions – Please refer to the <i>Queensland Lutheran Schools Single Enterprise Agreement 2020</i>.</p>
Location	<p>St Peters Lutheran College – Indooroopilly 66 Harts Road Indooroopilly QLD 4068</p>

Professional Behaviours	<p>Applicants are expected to respect and uphold the College's Mission of "Excellence in Christian Co-Education", support the Christian ethos of St Peters Lutheran College and demonstrate courtesy, co-operation and teamwork with fellow members of staff.</p> <p>Uphold Code of Conduct and Valuing Safe Communities standards.</p> <p>Actively and effectively participate in reasonable directions provided.</p>
Child Protection	<p>All employees of St Peters are required to familiarise themselves with and adhere to the College's Child Protection Policy and Procedures, and complete annual Child Safety Training.</p>
Health & Safety:	<p>Leaders are accountable for the day-to-day control of their respective area of operations with regard to Health and Safety.</p>

	<p>In addition to the mandatory duties and obligations imposed by the statutory requirements, Leaders must be familiar with the Work Health and Safety Act 2011 and the policies and procedures associated therewith.</p> <p>Leaders must ensure that no employee is required to undertake a task without adequate safety instructions and job specific training, reporting all hazards and incidents to the HR Department.</p>
Policies & Procedures	<p>Employees are expected to understand and act in accordance with St Peters policy and procedure documents that are available on the College's intranet, relevant legislation and directions within the employment contract and/or <i>Queensland Lutheran Schools Single Enterprise Agreement</i>, and take the responsibility to maintain currency with these.</p>
Compliance Requirements	<p>Current Blue Card and/or Queensland College of Teachers Registration. Identified positions will require additional security clearances. All successful candidates will be required to obtain and maintain currency and levels of security clearance.</p> <p>Timely completion of mandatory training requirements and training relevant to their role.</p>
Other relevant information	<p>The College will conduct relevant and required applicant checks which includes and is not limited to, contacting current and previous employer(s) to substantiate employment history, past conduct and performance.</p> <p>St Peters Lutheran College aims to be a preferred employer by fostering and valuing diversity, ensuring equitable and fair treatment for all, and respecting and upholding human rights.</p> <p>The College is committed to increasing the participation rate of Aboriginal and Torres Strait Islander people through best-practice recruitment methods and producing positive training and employment outcomes for Aboriginal and Torres Strait Islander people within the wider communities.</p> <p>The collection and handling of information will be consistent with the requirements of the <i>Privacy Act 1988</i>.</p>

Further information about St Peters can be found at www.stpeters.qld.edu.au

Reviewed- October 2024