



CONCORDIA  
COLLEGE



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# Application Guidelines

## **Director of Marketing & Community Relations**

### ELC - Year 12

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# Vision

Inspiring and equipping hearts, hands and minds  
for a world of possibilities

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# Mission

We aim to provide a vibrant education, rich  
in opportunities, delivered within a caring,  
supportive environment, empowered by the love  
of Jesus Christ.

We seek to inspire young people to actively  
engage in lifelong learning, achieve their best  
and become global citizens who serve with an  
open heart.

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# Values

Our values define our learning community and  
guide our relationships and interactions

- + Our compassionate and connected  
community.
- + Serving others in response to the love of God.
- + Nurturing high quality teaching and learning.
- + Excellence in a spirit of humility and grace.
- + Creativity and innovation.
- + Caring for the environment as stewards of  
God's creation.
- + A global perspective shaped by hope and  
courage.
- + Resilience in embracing challenges.
- + Our unique heritage.

# Motto

*Fortiter in Re,  
Suaviter in Modo*

**Firm in Principle,  
Gentle in Manner.**

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# Overview

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Join Concordia College's leadership team and make a real impact by building and maintaining a strong brand positioning for the College within the marketplace.

- + Ongoing, full-time position in Highgate, South Australia
  - + Work with a forward-thinking, supportive team
  - + Attractive salary package
- 

## About Concordia College

Founded in 1890, Concordia College has a rich history and tradition as an academic and caring school. We encourage and support young people to be successful, independent learners. At Concordia College, we provide a vibrant education rich in opportunities, delivered in a supportive environment, empowered by the love of Jesus Christ.

Concordia College provides continuous education from age 3 to Year 12 across three campuses:

### **Blackwood:**

- + St Peters Campus (ELC to Year 6)

### **Highgate:**

- + St John's Campus (ELC to Year 6)
- + Concordia Campus (Year 7 to Year 12)

Our campuses are community focused places where students feel safe and self-assured, while still enjoying the benefits of a larger school. We inspire young people to embrace lifelong learning, excel, and become global citizens who serve others with open hearts.



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# The Position

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We're looking for an innovative, dynamic and driven professional to join our Executive team as the Director of Marketing & Community Relations ELC to Year 12. The ideal candidate will be a strong leader who supports our Christian values and is accountable for the development and implementation of all marketing, community relations, and communication activities at a strategic and operational level. We seek an energetic leader who can work collaboratively with the Executive and senior leadership to provide strategic oversight of the College's marketing, community relations, brand positioning and communications in order to drive and maintain the College's strong reputation and promote the College within the marketplace. This role requires demonstrated leadership, active participation, and a strong presence at all College events, activities and community engagement initiatives.

This role is responsible for developing and executing a comprehensive marketing and community engagement strategy that includes and has direct responsibility for the following: Marketing, Communications, Events, Old Scholars, Fundraising and Donor Management, Archives, and other College community and affiliate groups and key partnerships. Working collaboratively across the College and building authentic connections, the Director of Marketing & Community Relations ELC-12 will have a hands-on approach to ensure that all touchpoints reflect the College's values and vision, fostering lifelong relationships and sustainable growth.

## Key Responsibilities

- + Lead and oversee the Concordia brand and marketing strategy
  - + Strong presence and leadership of community engagement and events
  - + Implement Fundraising and Donor Management strategies
  - + Oversee Old Scholars
  - + Implement clear College-wide communication strategies for the community
  - + Foster a positive, high-achieving workplace culture
  - + Strengthen the promotion of our values and identity
  - + Work with the Executive Team and Principals
  - + Report regularly to the Head of College
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## Selection Criteria

- + Outstanding strategic marketing experience
  - + Good listening skills and openness to others' views
  - + Leadership skills in team building and effective team management
  - + Strong interpersonal skills and team spirit
  - + Ability to manage strategic and team-level changes
  - + Demonstrated high proficiency in public speaking
  - + Sharp analytical and problem-solving skills
  - + Great organising and time management abilities
  - + Clear written and spoken communication
  - + Support for our Christian values
  - + Relevant Marketing qualifications or relevant field
  - + Current DHS Working with Children Check
  - + Required training certificates (Reporting Risks of Harm, Protective Practices, First Aid)
  - + Experience in Marketing roles, brand strategy and communication
  - + Proficiency with Microsoft Office and relevant software
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## Strategic Priorities



## School Culture

Concordia College supports an environment that encourages the growth of each individual's spiritual, intellectual, cultural, social and physical capabilities.

The heart of Concordia College is expressed in our motto; Firm in Principle, Gentle in Manner. The education and growth of the whole person is central to the purpose of the College and is realised through high expectations within a culture of openness and forgiveness in a Christian community.

Concordia College is an inspiring school environment with professional, caring teachers who provide a firm foundation for students to engage with their learning and build relationships. We believe this is vital in allowing them to strive to achieve their best. This in turn, enables students to be positive contributors to the world through service to others, both locally and globally.

## Teaching and Learning

A teacher at Concordia College provides high quality, professional, inspiring and innovative teaching within a supportive community whose principles are underpinned by the values and ethos of Lutheran education. The interface between student wellbeing and engagement in learning is recognised as a key contributor to the holistic development of our students.

Our Instructional Model has a focus on collaborative approaches to teaching and learning to enhance student education and equip them for life beyond school.

Co-curricular, extra-curricular and service opportunities provide contextual and individual experiences for students to enhance the breadth and depth of their experiences.

## Wellbeing Education

Our wellbeing framework is a comprehensive model reaching students (ELC – Year 12), staff, families and old scholars. This framework is based on local and global evidence that:

- + targets underlying risk and protective factors for mental health
- + teaches key methodologies and skills to support individual wellbeing
- + encourages values-based, responsible decision making as members of and contributors to the broader community.



**CONCORDIA**  
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## 2024 SACE Results

### Concordia College Duces



ATAR  
**99.95**

**Aristo Ku**



ATAR  
**99.95**

**Jared Sanun**

**3%**

of our Year 12 students  
were placed in the  
**TOP 1% nationally**  
(ATAR above 99)

**19%**

of our Year 12 students  
were placed in the  
**TOP 5% nationally**  
(ATAR above 95)

**31%**

of our Year 12 students  
were placed in the  
**TOP 10% nationally**  
(ATAR above 90)

**100%**

SACE Completion

**31**

Merits awarded  
across 14 subjects

**66**

A+ Grades awarded  
across 13 subjects

**27%**

of the cohort used VET  
to achieve their SACE

**51%**

of all grades awarded to students were in the A Grade  
band (**17% above the state average**)



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# How to Apply

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The Role Description and Application Form for this position can be accessed on the College website, [www.concordia.sa.edu.au](http://www.concordia.sa.edu.au), under 'About' / 'Employment'.

If you believe this role is a perfect fit for you, submit your application now.

If there are any questions about the position or the application process, please contact: Assistant to the Director of People & Culture, Olivia Scroop email: [oscroop@concordia.sa.edu.au](mailto:oscroop@concordia.sa.edu.au) or phone: 08 8272 0444

Applications must be submitted via email.

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## Applications

Applications are to be marked Strictly Confidential and addressed to the Head of College, **Mr Paul Weinert**, by email

Email Address: [oscroop@concordia.sa.edu.au](mailto:oscroop@concordia.sa.edu.au)

Application deadline: 9.00am Monday 14 July 2025  
Appointment commences: as soon as practicable.

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## Terms and Conditions

The contract of employment with the successful applicant will be on terms and conditions commensurate with the responsibilities and challenges of the position.

The contract will include the following:

1. an ongoing College Executive position
2. an annual appraisal and feedback process
3. a salary package commensurate with the position being offered.

## Guidelines for Preparing the Application

The written application must comprise the following:

- + A completed Employment Application Form
- + A brief Statement of Application (no more than 600 words) in which the applicant introduces themselves, their reasons for applying, and a response to the Qualifications and Experience from the Role Description.
- + Curriculum Vitae covering:
  1. Full Full name, home address, confidential email address, mobile and phone contact details
  2. Nationality and citizenship
  3. Positions held, dates, scope of responsibilities and key achievements
  4. Qualifications

## Selection Process

The selection panel regards the selection process as a confidential two-way communication process involving applicants and the panel.

The selection panel reserves the right to contact relevant referees contained in the application form. Applications that are incomplete, or do not address the matters listed, may not be considered further.



## **Visit *concordia.sa.edu.au***

### **Highgate and Blackwood — ELC - Year 12**

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#### **St John's Campus (ELC-Year 6)**

20 Highgate Street  
Highgate SA 5063  
t. 08 8271 4299

e. [mail@concordia.sa.edu.au](mailto:mail@concordia.sa.edu.au)  
w. [concordia.sa.edu.au](http://concordia.sa.edu.au)

CRICOS: 00360J  
CRICOS: 04084C

#### **St Peters Campus (ELC-Year 6)**

71 Cumming Street  
Blackwood SA 5051  
t. 08 8278 0800

#### **Concordia Campus (Year 7-Year 12)**

24 Winchester Street  
Highgate SA 5063  
t. 08 8272 0444