

# Director of Marketing & Community Relations ELC-12

## Role Description

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Title:	<b>Director of Marketing &amp; Community Relations ELC - Year 12</b>
Reporting to:	Head of College
Classification:	Full-time College Executive position
Salary:	Commensurate with the executive nature of the role
Probation:	Six months
Tenure:	Ongoing, with formal appraisals undertaken as per the Executive performance development schedule
Hours of Duty:	Full-time <i>Reasonable additional hours will be required, and will include both out-of-hours evening and weekend work</i>

### Mission

The College provides a vibrant education which is rich in opportunities, delivered within a caring, supportive environment and empowered by the love of Jesus Christ. It seeks to inspire young people to actively engage in lifelong learning, achieve their best and become global citizens who serve with an open heart.

As a priority, the Director of Marketing & Community Relations role demands innovative and effective leadership across a wide portfolio. The incumbent will work with all staff to support the College's steadfast commitment to the safety and wellbeing of all children and young people, with specific focus on child protection and spiritual, social, academic and physical development.

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### Function

The Director of Marketing & Community Relations ELC-12 is a member of the Executive Team accountable for the development and implementation of all marketing, community relations, and communication activities at a strategic and operational level. This role works collaboratively with the Executive and senior leadership to provide the 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 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.

The Director of Marketing & Community Relations ELC-12 is responsible for the leadership and management of the Community Relations Team with a specific focus on maintaining a positive public image and communicating the many opportunities the College offers its students and the community.

### Lutheran Identity

The Director unites with the community in continually creating Concordia College as a place of service and grace within the Lutheran tradition. The Director strengthens the College's ethos by modelling core values in their own behaviours as well as fostering them in their oversight of all activities, human relationships and the design of organisational processes and practices.

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### Reporting Relationships

#### The Director:

1. is directly accountable to the Head of College for all outcomes associated with the marketing and strategic brand management ELC to Year 12 of Concordia College as outlined in this document
2. reports regularly to the Head of College and the College Board (as required) on progress, challenges, issues and outcomes ELC to Year 12
3. has direct line management of the Marketing and Community Relations team, currently comprising of 4 employees
4. works in close collaboration with the Campus Principals and all members of the College Executive team
5. meets all accountability requirements as set down by the College's policies and directives.

### Decision Making

#### The Director:

1. consults with all relevant stakeholders ELC to Year 12 in decision making matters, as appropriate, ensuring that the best interests of all are maintained. This will be particularly important in relation to decisions that impact on campuses
2. often makes decisions in collaboration with the Head of College, Principals, Directors and other senior personnel across the College
3. makes decisions relevant to the strategic planning, implementation, monitoring and review of policies, procedures and practices related to marketing and community relations
4. has a significant level of autonomy and will demonstrate a high level of discernment and analytical thinking in determining when decision making ought to be referred to the College Executive Team or other relevant stakeholders.

### Strategic Responsibilities

#### The Director:

1. enhances the culture of collaboration, innovation, reflective practice and connected programs ELC-12
2. proactively contributes to the development and implementation of the College Strategic Plan
3. actively contributes to strategic thinking and planning as a member of the College Executive Team and provides advice to support effective implementation and maximum productivity
4. implements and reviews aspects of the Concordia College Strategic Plan relevant to the Marketing and Community Relations team within agreed timeframes
5. is innovative and progressive in implementing, maintaining and updating the Concordia marketing and brand strategy, and monitors and reports relevant campaign activity
6. leads the development of an annual marketing plan which ensures a local, regional and international presence
7. ensures that the College is promoted and presented professionally and consistently in both message and design
8. has responsibility for promoting the breadth and scope of Concordia College academic, pastoral, extra- and co-curricular opportunities
9. develops and manages an annual marketing budget
10. has oversight of the development, accuracy, vibrancy and production of relevant College publications, including the biannual magazine, the yearbook and regular parent communications
11. manages the preparation of marketing and other information for current and future families including international families
12. oversees the College's video marketing strategy, social media strategy and production of video content as appropriate
13. is proactive in seeking opportunities to promote positive news stories that enhance the College's reputation in the wider community

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### Operational Development - Responsibilities

#### The Director:

##### *Community Engagement & Events*

1. develops strategies and approaches that successfully foster community engagement, including events, volunteering and digital strategies
2. has oversight of the planning and development of College events, in liaison with the Engagement and Events Manager
3. provides advice, assistance and sufficient team resources to support agreed College events, including all College staff and community events, Mother's and Father's Day Breakfasts, year level functions for parents/families at Middle & Senior School, Learning Conversations, and family events
4. coordinates special events or programs of events as directed by the Head of College
5. coordinates activities and communications that assist in building community and promoting wellbeing among staff, students, parents and the broader community as required.

##### *Communication*

1. presents a positive, engaging and confident demeanour when interacting with others
2. demonstrates confidentiality, diplomacy, discretion and tact with the capacity to astutely work in a sensitive environment
3. maintains consistent articulation of the College's unique branding both within the College and in the broader community
4. assists all members of staff to promote the College
5. articulates and promotes a compelling case for why Concordia is the school of choice
6. ensures that the Concordia College website is regularly updated with relevant and agreed promotional information whilst maintaining internal communication of key information as relevant to the role
7. ensures school activities and initiatives are appropriately promoted and communicated.

##### *Personnel Management*

1. demonstrates and fosters a culture of continual improvement and professionalism within the Community Relations team
2. implements and reviews aspects of the Concordia College Strategic Plan relevant to the Community Relations team within agreed timeframes
3. oversees, coordinates and supports the work of the Community Relations staff members
4. schedules and runs regular team meetings
5. provides leadership, support and performance feedback to Community Relations staff
6. in conjunction with the Director of People & Culture, leads the performance feedback process for all Community Relations staff members
7. supports the effective use of Information and Communication Technologies by the Community Relations team staff
8. provides advice to the Head of College about potential changes to the roles of personnel in the Community Relations team

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### *Enrolments Collaboration*

1. collaborates with the Director of Enrolments and the Enrolments team to develop and execute targeted campaigns to attract new students
2. collaborates with the Head of International Student Programs and relevant Campus Principals to develop and execute targeted campaigns to attract new international students
3. is actively involved in Head of College's school tours as required
4. collaborates with the Enrolments team to build and nurture relationships with feeder schools, community groups, and educational agents to strengthen the College's profile
5. represents the school at events to promote its unique value proposition

### *Fundraising & Donor Management*

1. develops, implements, and manages a comprehensive fundraising strategy to support the College's strategic priorities and long-term financial sustainability
2. has oversight of the development and implementation of giving activities, including major gifts, bequests, direct appeals, regular giving, grants and trusts, in liaison with the Alumni and Donor Relations Manager
3. ensures that the Community Relations team work towards targets provided by the Board and Head of College to drive and build Donor Management as required
4. ensures there are strategic plans for Donor Management and objectives are achieved within allocated timeframes
5. report regularly to the Head of College and the Board on the strategic plans and targets associated with Donor Management as required

### *Old Scholars & Archives*

1. ensures that the Community Relations team works to support and promote the Old Concordian's Association, the Concordia Parents and Friends and other auxiliary groups as required
2. ensures there are strategic plans for the Old Concordian's and objectives are achieved within allocated timeframes
3. ensures that the Archives of the College are appropriately maintained and strategically developed
4. is responsible for managing the work of personnel in the Archives
5. promotes the history of the College using the resources of the Archives
6. oversees other strategic projects as required

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### Essential Characteristics

#### Selection Criteria:

1. supports the Christian Ethos of the College
2. strong interpersonal skills enabling the ability to work effectively with staff at all levels of the College and with external stakeholders
3. ability to think strategically to identify organisational improvement initiatives and to successfully implement creative solutions
4. ability to contribute to and enhance the work of the senior leadership team and other teams across the College
5. ability to navigate the complex confidentiality requirements of the role
6. high level of attention to detail and effective communication skills ensuring that written and verbal messages are accurate, clear and tailored to key audiences both in terms of content and method of delivery
7. strong analytical, problem-resolution and data management skills
8. able to make and defend sound (but possibly unpopular) decisions under conflicting and difficult circumstances
9. excellent organisational and time management skills
10. has a creative, dynamic and innovative approach.

### Qualifications

#### Required:

1. qualifications and significant experience in marketing, branding and leadership/management

*Note: In addition to securing a current DHS Working with Children Check, the successful incumbent will be required to acquire the following relevant certification if they have not already completed equivalent training:*

- Current Reporting Risks of Harm, Abuse and Neglect training certificate
- Current Protective Practices training certificate
- Current First Aid qualifications HLTAID009, HLTAID010 and HLTAID011

#### Desirable:

2. qualifications and/or training in the principles of adult learning and/or leadership development

### Experience

1. outstanding strategic marketing experience, gained from Education or other related sectors
2. demonstrated experience in community relations, event management, public relations, donor management and customer experience management
3. demonstrated ability to work effectively at senior management level, contribute to strategic decision making and resolve problems creatively
4. highly developed digital skills (particularly Microsoft Office products) and use of various marketing platforms and databases
5. proven ability to develop and implement brand strategies and frameworks
6. demonstrated ability of nurturing a positive workplace culture
7. experience in the independent schooling sector is considered desirable but not essential.