



## **DIRECTOR OF COMMUNITY ENGAGEMENT**

### **ROLE DESCRIPTION**

**(Temporary One Year, with possibility of Ongoing)**

*As this is a reconfigured position, it may evolve and change over time. Therefore, this role description may need to be reviewed in consultation with the incumbent and updated as required.*

The Director of Community Engagement reports directly to the Principal and is a member of the College Extended Leadership Team. The Director is responsible for the way in which the College engages with the community and the perceptions that people have about the College.

The purpose of the role is to design systems, strategies and structures to positively build upon the reputation, brand and reach of the College.

This position will foster and promote positive relationships amongst the Prendiville Catholic College community, particularly with parents and prospective parents and as a result, encourage excellence in service and engagement. It includes consolidation and of the College's style guide and development of a consistent brand and provides support of College events to ensure presentation/s are consistent with the College Identity. An exciting aspect of the role will be to bring to life the College's new Vision for Learning so that it is represented across all aspects of College communications and identity.

The Director of Community Engagement will lead the Community Engagement Team creating a team environment ensuring a commonality of purpose, communication consistency and commitment to the strategic direction of the College. They will be required to have both a broad oversight of and in some areas, specific hands-on involvement in the following fields:

1. Marketing
2. Digital and Social Media Strategy
3. Photography
4. Enrolments
5. Communications
6. Publications
7. Archives
8. Community Events and Public Relations
9. Future Alumni Relations and Development

The following members of the Community Engagement and Marketing team will report directly to the Director of Community Engagement:

1. Social, Digital, Media & Communications Officer
2. Publications and Events Officer
3. Enrolments Registrar

The position of Community HUB and ALUMNI Development Officer will be a separate role and will be line managed by the Business Manager in 2019.

The Director of Community Engagement working with the Community Engagement Team is responsible for the following:

### **Marketing**

Be responsible for the planning, development and implementation of all of the College's marketing strategy and communications, both external and internal particularly:

- Developing and monitoring a whole College marketing plan including budgets, market research and advertising schedules.
- Ensuring College branding conforms to the values and heritage of the College and is consistently and appropriately used.
- Ensuring staff deliver high quality professional service to all who visit the College.

### **Digital and Social Media Strategy**

Be responsible for the development and implementation of a digital and social media strategy for the College to:

- Enhance the digital platforms of the school, drive growth opportunities and pay specific attention to how the College can communicate its brand through digital interactions.
- Continue the development of the College website and ensure the College website is kept up to date.

### **Photography**

Working with the Social, Digital, Media & Communications Officer and the Publications and Events Officer and be responsible for:

- Ensuring photographs are taken for all College events.
- Displaying updated photo presentations through internal monitors and external display screens.

## **Enrolments**

Be responsible for the marketing, advertising and nurturing of the enrolment process to contribute to the ongoing financial viability of the College by:

- Promotion of the College to the wider community and assisting families in helping them to decide that Prendiville Catholic College is their school of choice (eg tours).
- Working with the College Enrolment Registrar to develop appropriate structures to maintain enrolment statistics for analysis of trends.
- Development of College materials and media to support the enrolment strategies of the College.
- Working with the Enrolment Registrar to develop and implement student recruitment strategies that maximise enrolment in conjunction with the Principal.

## **5. Communications**

Be responsible for the development, positive positioning and ongoing management of College's image and reputation by:

- Developing, articulating and communicating key messages to the community and proactively generating positive coverage through effective media relations with electronic, print and other media outlets.
- Ensuring the content and appearance of the College website and other online social media sites has currency and accuracy of information.
- Overseeing the content and appearance of SEQTA (LMS) pages (Parent Portal) available externally.
- Providing advice and recommendations regarding internal communications such as Ocean Views.
- Production of College publications (digital and print) as determined by the Principal.
- Working with the Social, Digital, Media & Communications Officer to populate and update internal and external digital signage, College website and other web-based platforms.
- Liaising with the Principal in any matters of crisis management communication.

## **6. Publications**

Working with the Publications and Events Officer, be responsible for the existing publications by:

- Ensuring a variety of writing and/or editorial duties are performed including oversight and development of the suite of College publications.
- Ensuring relevance, consistency and that the content of each publication meets the strategic imperatives of the College including publications such as the Annual Report, Newsletter, College Magazine and special Event programs.

## **7. Photo and Event Archives**

Be responsible for the historical information and memorabilia, relevant to the marketing and events of the College by:

- Ensuring that College material of archival significance is retained, stored and appropriately displayed.
- Updating of Honour Boards.

## **8. Community Events, Public Relations and Parents and Friends**

Facilitate and support participation amongst parents, students, staff and others in the school community by:

- Working with members of the Community Engagement Team and College Leadership Team to ensure all community events of the College are consistent in their presentation and represent the College to its greatest advantage. This includes, but is not limited to, the following:
  - Tour days and Open Day
  - Grandparents Day
  - College Liturgies and Masses
  - Information Nights
  - Parent Teacher Interviews
  - Award and Recognition Events
  - Alumni Events
  - Building/facility openings
  - CEWA initiatives such as Child Protection Framework
- To be actively involved in the organisation of Special Assemblies, Open Day, Prendiville Day, College Musical, Awards Night, Graduation Ceremonies, Arts Expo and other such functions as directed by the Principal.
- Maintaining a relationship with community organisations and local Parishes to support the local partnerships with the College.

- Attending Parents and Friends Association meetings and providing support and promotion of P and F activities when required.

## **9. ALUMNI**

Future oversight of the Alumni engagement and wider development process.

### **Relationships and Authorities**

The Director of Community Engagement is a new position and as such the position description is considered dynamic and subject to change from time to time. A period of review and evaluation of the duties and responsibilities will occur at the end of first year of appointment.

It is also understood that the nature and scope of duties may require time and attention outside what might be considered as ordinary school hours.

Professional and productive relationships are required to exist with the Principal and members of the College Leadership Team.

The Director of Community Engagement will be a member of the College Extended Leadership Team.

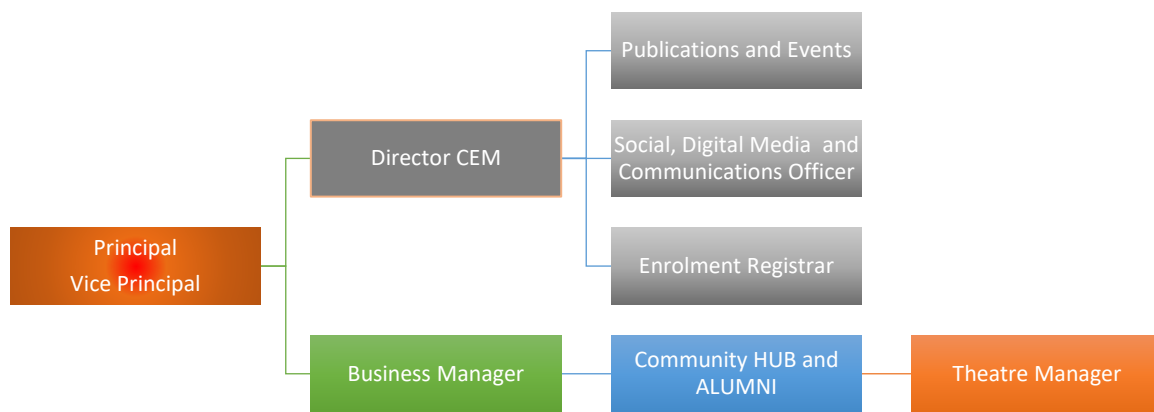
### **Essential Experience and Qualifications:**

- Undergraduate or post-graduate qualifications in Marketing, Public or Community Relations
- Demonstrated ability to contribute both at a strategic and an operational level
- Demonstrated ability to plan and deliver large scale events
- Extensive experience in a Community Engagement role likely within a corporate environment
- Demonstrated high level knowledge and experience in all aspects of marketing, public relations and media strategy is essential
- Excellent interpersonal and collaborative skills and an ability to be able to communicate with students, parents, teachers and external agencies.
- Demonstrated understanding of an educational environment.
- A successfully completed Working with Children Check
- High end design and publication skills

## SALARY AND CONDITIONS

A competitive salary will be paid commensurate with the responsibility of the position and dependent upon the skills, experience and qualifications of the successful applicant.

This will be an initial one year contracted position in the first instance with the intention to increase FTE for the second year of appointment. There will be a review of all Community Engagement positions at end of 2020. Please refer to the following Leadership flowchart.



Please include a covering letter along with the completed Employment Non-Teaching Application Form (located on our website) and Curriculum Vitae outlining any additional supporting information. Reference should be made to include your expertise and experience in extracurricular types of activities in the covering letter.

It is important to include the necessary documentation, as indicated on the Application Form – Academic Transcripts and a Working with Children Qualification.

Confidential Enquiries may be made by contacting our College Principal, Mr Mark Antulov at the College on 9307 2000 or

via email [mark.antulov@cewa.edu.au](mailto:mark.antulov@cewa.edu.au)

Mailed applications should be addressed “Confidential to the Principal” Prendiville Catholic College, PO Box 3119, Joondalup, WA 6027.

**Applications Close: 14 November 2018**