



## Position Description

### Director of Marketing and Community Engagement

<b>POSITION TITLE</b>	Director of Marketing and Community Engagement
<b>TENURE</b>	1 year fixed-term replacement contract, commencing January 2025
<b>CONDITIONS</b>	A remuneration package commensurate with the skills and experience of the successful candidate will be negotiated 6 weeks annual leave, to be taken in non-term time
<b>REPORTING TO</b>	Principal
<b>LINE MANAGER OF</b>	Head of Enrolments Community Engagement Coordinator Marketing and Communications Specialist Archivist
<b>MEMBER OF</b>	Executive Leadership Team

### Role Description

The Director of Marketing and Community Engagement is a creative, consultative leader and outstanding marketing and communications professional who oversees all marketing, communications, community engagement, fundraising and philanthropy efforts for the School.

They are a significant storyteller, ambassador and champion of the School, and a key member of the Executive Leadership Team. They are responsible for the targeted strategic development, organisation and administration of all business relating to the brand, storytelling, marketing, promotion and community engagement of the School, in accordance with the School's Strategic Plan. The role involves a high level of personal interaction with partners and community, and requires superior communication skills, marketing expertise, creativity, vision, and a love of engaging with community.

The Director of Marketing and Community Engagement leads the Marketing and Community Engagement team. As it is a small team, the Director of Marketing and Community Engagement contributes in a hands-on, collaborative way to the development of marketing, communications and community engagement materials, as required.

## Key Responsibilities

### General

- Support the Anglican ethos of the School.
- Live the School values of Courage, Commitment, Community and Growth.
- Comply with School policies and procedures, and its commitment to child safety.
- Support the School's mission to develop compassionate and courageous women who live lives of meaning, purpose and principle; and its vision to be a flourishing, connected learning community that enables each student to achieve her best, her way.

### Executive Leadership

- Provide compelling vision and outstanding leadership in marketing, branding, communications, and community engagement.
- Play a lead role in the development, implementation and ongoing review of the School's Strategic Plan.
- Develop policies and plans that are consistent with the School's strategy.
- Regularly advise and collaborate with the Principal and members of the Executive Leadership Team.
- Regularly engage a wide range of community stakeholders.
- Lead the Marketing and Community Engagement team, and assist with the selection, induction, appraisal and professional development of Marketing and Community Engagement staff.
- Prepare, submit, manage and monitor the Marketing and Community Engagement annual budget.
- Work with the Executive Leadership Team to manage the School calendar.
- Undertake other duties as directed by the Principal from time to time.

### Marketing and Communications

- Develop, implement and measure the success of a Brand Strategy, Annual Marketing Plan and content plans that effectively and innovatively tell the School's story, and enhance the School's image and position within the community.
- Remain abreast of trends and conduct regular market research related to education and School marketing, branding and communications.
- Work with the Executive Leadership Team and all staff to ensure cohesive, creative and continuous communication of the Walford story, within and beyond the School community.
- Ensure consistent articulation of the School's brand in all internal and external print and digital materials.
- Oversee, coordinate, and manage content for all digital and print communications, marketing, advertising, publications, media and social media.
- Be responsible for the editorial direction, design, production and distribution of the School's publications, including *Jewel*, Annual Report, Prospectus, School Yearbook and other publications as required.
- Manage and oversee the School's website and digital communication channels.
- Work with the Head of Enrolments to ensure a local, regional, national and international marketing presence.
- Initiate and respond to media and marketing opportunities, coordinate media interest in the School, and ensure regular contact with target media, acting as the School's media liaison.
- Ensure School activities and initiatives are appropriately promoted and communicated and are in line with the Walford brand.
- Lead marketing projects and special events as required.
- Provide back up support for photography when required.

### Community Engagement

- Work with the Executive Leadership Team and all staff to build a positive community engagement culture across the School.

- Work alongside the Head of Enrolments to map the parent and student experience (from inquiry through enrolment, graduation, and life as alumnae), and to implement strategies to ensure this is a positive, personalised experience for all.
- Establish strong and effective relationships with all School stakeholders including current and future students and families, staff, alumnae, PTA, and class representatives, to engender a cohesive community.
- Attend relevant meetings, events and activities with stakeholder groups.
- Initiate and grow partnerships and positive relationships with key internal and external community groups through a variety of 'friend raising' initiatives and by encouraging word of mouth.
- Oversee an accurate database of old scholars, donors and other key groups as required, and facilitate effective engagement with old scholars, prospective donors and external organisations.

### **Fundraising and Philanthropy**

- Develop an Annual Fundraising and Community Engagement Plan that identifies key targets aligned with the School's strategic priorities.
- Lead and coordinate the work of the School's fundraising groups.
- Identify, plan and coordinate events that foster relationships within the School community.
- Design, implement and manage fundraising campaigns including capital campaigns, bequests, annual giving campaigns and special projects.
- Monitor and evaluate fundraising activities to ensure that goals are achieved and targets met.
- Actively consult and involve Council members, staff and the Walford community wherever possible in fundraising events and activities.
- Oversee the design and distribution of marketing materials for fundraising events.
- Oversee donor data collection, list creation and analysis.
- Oversee the receiving and recording of donations.

### **Community Events**

- Oversee the planning, budgeting and successful execution of events.
- Liaise with the Property Services Manager, Marketing and Community Engagement staff, IT team, and other internal and external partners as required to ensure the successful running of events.
- Liaise with teams (e.g. PTA, Old Scholars, Heads of School) to plan the scope and format of events, establish and monitor budgets, review administrative procedures and discuss progress.
- Oversee coordination of services (for example catering, signage, displays, audiovisual equipment, parking, cleaning, printing, security) and identify and resolve any potential problems.
- In consultation with the Director of Finance and Corporate Services, oversee the provision of alcohol including stock control, procurement and appropriate licensing and Responsible Service of Alcohol requirements if needed.
- Identify and assess any potential Work Health and Safety risks and implement mitigation strategies.
- Oversee negotiation of contracts for the hire of equipment and services, approve invoices and maintain financial records.

### **Working Hours**

This role is full-time with 6 weeks annual leave to be taken in non-term time. It will require attendance at meetings and events on evenings and weekends, as required.

### **Person Specification**

#### **Knowledge, Qualifications and Experience**

- Bachelors degree in Marketing, Communications, Business, or related field.
- Significant experience in marketing and communications.

- Proven experience in leading successful and innovative marketing campaigns.
- Experience leading a team.
- Experience creating content for marketing and promotional material.
- Experience coordinating and managing exceptional events.
- Advanced ICT skills in the MS Office suite (Word, Excel, PowerPoint).
- Proficiency in Adobe Creative Suite (InDesign and Illustrator).
- Working with Children Check.
- Responding to Risks of Harm Abuse & Neglect (RRHAN-EC) (Fundamentals and Masterclass).

#### **Desirable Knowledge, Qualifications and Experience**

- Masters degree.
- A working knowledge of schools and education, especially from a marketing and branding perspective.

#### **Personal Attributes**

- A consultative, empathetic approach to leading and working with others.
- The capacity to think strategically and innovatively.
- Superior verbal and written communication skills.
- Meticulous attention to detail.
- Superior organisational skills with the ability to set goals, prioritise work and manage a range of tasks with competing priorities within tight timelines.
- Experience communicating with a wide range of community members and important stakeholders.
- The ability to work within and promote a positive team environment, and to work with a variety of people across an organisation.

#### **Acknowledgement**

This Position Description has been developed to indicate the general nature and level of work performed by employees within this role. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and requirements of employees assigned to the role. The staff member may also be required to perform any other duties that they may be directed to perform which could be reasonably considered relevant to the position.