



Position Description

Marketing and Community Engagement Leader

Sacred Heart Girls' College is a Catholic faith community enriched by the RNDM charism; a community where students are at the heart of all that we do.

We commit to honouring the uniqueness and gifts of each person by:

- Celebrating and nurturing our Catholic identity, history and heritage
- Creating an authentic, challenging, collaborative and safe learning environment
- Building a culture of excellence
- Adopting ethical and responsible practices that ensure sustainable use of resources
- Working in partnership with the school, local and global communities

About the Position

The Marketing and Community Engagement Leader is responsible for developing and leading a strategic, integrated approach to marketing, communications, and community relations and engagement that strengthens the College's identity, enhances its reputation, and supports sustainable enrolment growth.

The Marketing and Community Engagement Leader will shape and embed a dynamic, future-focused marketing and communications function that brings the Sacred Heart Girl's College mission and vision to life. They will ensure the College's identity is communicated with clarity and authenticity and play a key role in sharing the College's story by highlighting its values, celebrating its achievements, and strengthening connections across the community.

The Marketing and Community Engagement Leader promotes the philosophy of the College as outlined in the Mission and Vision Statement. The Marketing and Community Engagement Leader will provide students with a child-safe environment and be familiar with and comply with the College's child-safe policy and Code of Conduct, and any other policies or procedures relating to Child Safety

Key Responsibilities

Strategic Leadership

- Develop and implement a comprehensive Marketing and Communications Strategy aligned with the College's Strategic Plan.
- Build and lead a cohesive Community Relations and Engagement team, fostering collaboration, accountability, and innovation.
- Lead and coordinate the Promotions Committee, ensuring promotional activities and initiatives align with the College's strategic priorities, values and brand.
- Establish clear priorities, timelines, and measurable outcomes for all marketing, engagement and enrolment initiatives.
- Provide expert advice to the Principal and Leadership Team on marketing, branding, communications, and enrolment trends.

Marketing and Branding

- Lead the development, implementation, and ongoing refinement of the College's brand identity, ensuring consistency across all platforms and materials.
- Develop and deliver targeted marketing campaigns to promote the College, increase visibility, and support enrolment growth across key year levels.
- Oversee the creation of high-quality promotional materials, including prospectuses, brochures, advertising, signage, and enrolment collateral, ensuring alignment with the College's brand and messaging.
- Identify and articulate the College's unique value proposition within a competitive educational landscape, ensuring messaging resonates with prospective families.
- Coordinate and manage advertising across relevant channels to maximise reach and impact.
- Collaborate with key staff to source and develop engaging content that reflects the life of the College, including student voice, achievements, and co-curricular opportunities.
- Monitor and evaluate the effectiveness of campaigns and promotional activities, using data and insights to inform continuous improvement.

Digital and Social Media

- Develop and implement a strategic approach to the College's digital presence, including the website and social media platforms, aligned with marketing and enrolment goals.
- Regularly review, update and maintain College website content to ensure information is current, accurate, engaging and aligned with the College brand and strategic priorities.
- Lead the creation and curation of engaging, high-quality content that reflects the life of the College, including student experiences, achievements, and key events.
- Manage and grow the College's social media channels, building an authentic and consistent voice that resonates with current and prospective families.
- Actively drive audience engagement through timely, relevant, and interactive content, fostering strong connections with the College community.
- Use data and analytics to monitor performance, evaluate engagement, and refine digital strategies for maximum impact.
- Ensure all digital content is contemporary, accessible, and aligned with the College's values and brand.

Communications and Publications

- Oversee all internal and external communications, ensuring clarity, consistency, and professionalism.
- Develop communication protocols and standards to ensure timely and effective information sharing with families and the wider community.

Community Engagement and Relationships

- Build and strengthen relationships with feeder primary schools to support enrolments.
- Develop initiatives that engage prospective families and enhance the College's presence in the local community.

- Foster strong connections with current families, alumnae, parish communities, and other stakeholders.
- Promote the College through community engagement activities.

Events

- Oversee the planning and delivery of key College events, including Open Days, enrolment events, and community functions.
- Ensure events are professionally executed and reflect the College's values and brand.

Enrolment Growth

- Work collaboratively with the Leadership Team, Registrar and other relevant staff to develop and implement strategies to increase student enrolments.
- With the Registrar, track and analyse enrolment data, trends, and conversion rates.
- Identify opportunities to strengthen the enrolment pipeline and improve retention.

Budget and Resource Management

- Develop and manage the marketing and communications budget effectively.
- Allocate resources strategically to maximise impact and return on investment.
- Ensure all activities are delivered within budget and aligned with College priorities.

Qualifications, Experience and Skills

Qualifications

- Relevant tertiary qualification in marketing, communications, public relations, or a related field.

Experience

- Experience working in marketing, public or community relations/engagement.
- Demonstrated success in developing campaigns and promotional materials.
- Experience managing digital platforms and growing audience engagement.
- Experience leading projects or teams and delivering outcomes.
- Experience in the Catholic School system is desirable.

Skills

- Strong strategic thinking, with the ability to plan, deliver and review marketing and communications strategies.
- Excellent written and verbal communication skills, with the ability to convey complex ideas clearly and confidently to diverse audiences.
- High-level organisational and project management skills, with the ability to manage multiple priorities, deadlines and campaigns simultaneously.
- Proven leadership skills, with the ability to build, motivate and develop a collaborative, high-performing team.

- Excellent interpersonal and relationship-building skills, with the ability to engage effectively with staff, students, families, feeder schools and the wider community.
- Ability to work with a range of stakeholders and build positive, collaborative relationships.
- Effective problem-solving skills and a proactive approach.
- Adaptable and able to respond to change
- Ability to be diplomatic, tactful and maintain confidentiality.
- High level computer literacy and proficiency in using software such as Microsoft Office applications with a willingness to learn new packages as appropriate.

Variation to the Position

The principal, or delegate may assign other duties from time to time, which are broadly consistent with the role or vary the Position Description, after consultation, in response to the changing needs of the College.

Terms and Conditions

The successful candidate will be provided with a Staff Handbook that sets out the expectations and requirements of employment at the College. Child protection legislation requires preferred applicants to be subject to employment screening. Sacred Heart Girls' College supports the principles of equal opportunity employment and encourages diversity in the workplace.

Reports to	Principal
Internal Liaisons	Leadership Team, Community Relations and Engagement Team, Administration Team, staff, parents/carers, students
External Liaisons	Prospective families, feeder primary schools, community and business organisations
Conditions	Education Support Officer - Category C (Level according to experience) Full Time <i>Note: A degree of flexibility is required, including availability to work evenings and weekends to support College events and activities.</i> Salary and conditions are in accordance with the Victorian Catholic Education Multi Enterprise Agreement 2022
Appointment Time	Ongoing