



## SACRED HEART GIRLS' COLLEGE

**Semper Superne Nitens - *always striving upwards***

### COMMUNITY RELATIONS AND ENGAGEMENT LEADER

Sacred Heart Girls' College is a Catholic faith community enriched by the Our Lady of the Missions 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 strengthening 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 parents and the broader community

The Community Relations and Engagement Leader, is a senior administrative position at Sacred Heart Girls' College with overall responsibility for student enrolments, developing community relations through effective marketing and communications and fostering positive relationships with present and future partners. They are responsible for the strategic direction and operations of Community Relations.

The Community Relations and Engagement Leader is a public face and voice of Sacred Heart Girls' College. This being the case it is essential that the Community Relations and Engagement Leader must have strong interpersonal and presentation skills. They will provide thorough, wise and informative counsel to all prospective parents/students and be able to develop effective enrolment strategies. This role presumes sensitivity to the needs of all College community members and demands a high level of confidentiality.

The College Community Relations and Engagement Leader through their presence and work provide students with a child-safe environment and are familiar with and comply with the school's child-safe policy and code of conduct, and any other policies or procedures relating to child safety. They will maintain a clean and safe workspace and abide by the workplace health and safety policies and procedures of the College.

### **KEY AREAS OF RESPONSIBILITY**

#### **COMMUNITY RELATIONS**

- Responsible for the development and nurturing of strategic relationships with the College community
- Enhancing positive community engagement

#### **Alumnae**

- Promote and foster opportunities for connection with the College Alumnae
- Ensure that the alumnae database is further developed to maximise the number of alumnae records and is kept up-to-date
- Liaise and foster relations with the Past Students' Association and attend their meetings

- Work with the Past Students' Association in coordinating and hosting reunions:
  - First year
  - 10, 20, 30, 40 etc years
  - Additional as requested
- Develop a Hall of Fame (notable women) concept (photographs and achievements) and display as appropriate
- Ensure achievements of past students are acknowledged and promoted
- In consultation with staff coordinate past students' involvement in College life
- In consultation with staff, coordinate past student speakers for events such as Awards Night, High Achievers' Assembly and Year 12 Final Assembly
- Liaise with the Careers Coordinator re opportunities for work experience or Careers' Night involvement
- Investigate other opportunities to work with the Past Students' Association

### **SHGC Parent Community**

- Develop a proposal and strategy for the establishment of a SHGC Parent Committee
- Act as the key College liaison person with the SHGC Parent Committee
- Attend all SHGC Parent Committee meetings

### **MARKETING**

- Develop a marketing strategy for the College
- Responsible for the organisation of marketing and promotional events both within and external to the College
- Seek opportunities for stories within the College community to be released to the media
- Media monitoring and archiving
- Ensure the up-to-date display of media stories on website, social media, foyer, displays, staffroom etc.
- Liaise with external providers and seek opportunities for increased profile
- Oversee the development and use of all marketing materials
- Oversee the development and promotion of the College brand and ensure its appropriate use
- Review, redesign and produce the College Prospectus every five years

### **WEBSITE, SOCIAL MEDIA AND PUBLICATIONS**

- Develop an ongoing Publications and Web strategy
- Develop a strategic framework for maintaining a current and effective social media presence
- Oversee the College online presence, with particular attention to design, content and site maintenance, ensuring all aspects of the College website are regularly reviewed and updated to maintain accurate information
- Work with the College Website designers to rebuild the College website every five years
- Ensure full compliance of printed and digital content with copyright and all laws and regulations relating to printed and digital publications
- Perform final Proofread for all College publications to ensure quality control of content and presentation
- Make final decisions regarding online material and has ultimate responsibility for publishing content live.

## **COLLEGE ENROLMENT RESPONSIBILITIES**

### **Enrolment**

- Lead, evaluate and implement a process of continuous improvement in relation to all aspects of College enrolments
- Provide College Leadership with relevant reports
- Assist in organising the College Tour program, ensuring a welcoming and hospitable setting

## **COMMUNITY RELATIONS AND ENGAGEMENT TEAM**

- Ensure best practice of the Community Relations and Engagement Team by providing adequate coaching and guidance
- Evaluate and manage staff performance
- Organise and schedule Community Relations and Engagement Team meetings, record minutes and share with the principal
- Liaise with IT department in the effective use of IT systems
- Ensure security, integrity and confidentiality of data
- Organise orientation and training of new staff members
- Allocate available resources to enable successful task performance

## **PROFESSIONAL PRACTICE**

- Attend training programs
- Attend staff meetings as required
- Participate in annual performance reviews.

## **Variation to Role**

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.

## **Selection Criteria**

1. Tertiary qualifications or related discipline or equivalent experience in marketing, public or community relations.
2. Demonstrated understanding and appreciation of the ethos and values of Sacred Heart Girls' College.
3. Effective communication, customer service and interpersonal skills to present a professional, personal and knowledgeable image.
4. Diplomatic, and tactful and able to maintain confidentiality.
5. High level organisational, time and workload management skills, including the ability to prioritise workload to meet strict deadlines.
6. High level computer literacy and proficiency in using software such as Microsoft Office applications with a willingness to learn new packages as appropriate.
7. Knowledge of strategic approaches and implementation.

8. Displays enthusiasm and initiative – has a high achievement drive and can work both independently and as a member of a team.
9. Strong attention to detail and accurate record keeping and database management skills.
10. A willingness and capability to learn new skills and participate in professional learning.
11. National Criminal Record and Working with Children Check.
12. Previous experience in Catholic School system is desired.
13. Current member of Catholic Development Network and Educate Plus is desired.

<b>Reports to</b>	Principal
<b>Internal Liaisons</b>	Leadership Team, Community Relations and Engagement Team, administration staff, staff, students, parents
<b>External Liaisons</b>	Prospective parents & students, community and business links
<b>Conditions</b>	Full-time Category C Education Support Staff position (Remuneration in accordance with VCMEA and dependent upon skills and experience) A degree of flexibility is also essential with the applicant required to be available to work during daytime, evenings and weekends, depending on events.
<b>Appointment Time</b>	3 year appointment with mid-term review