



**ALL SAINTS'
COLLEGE**



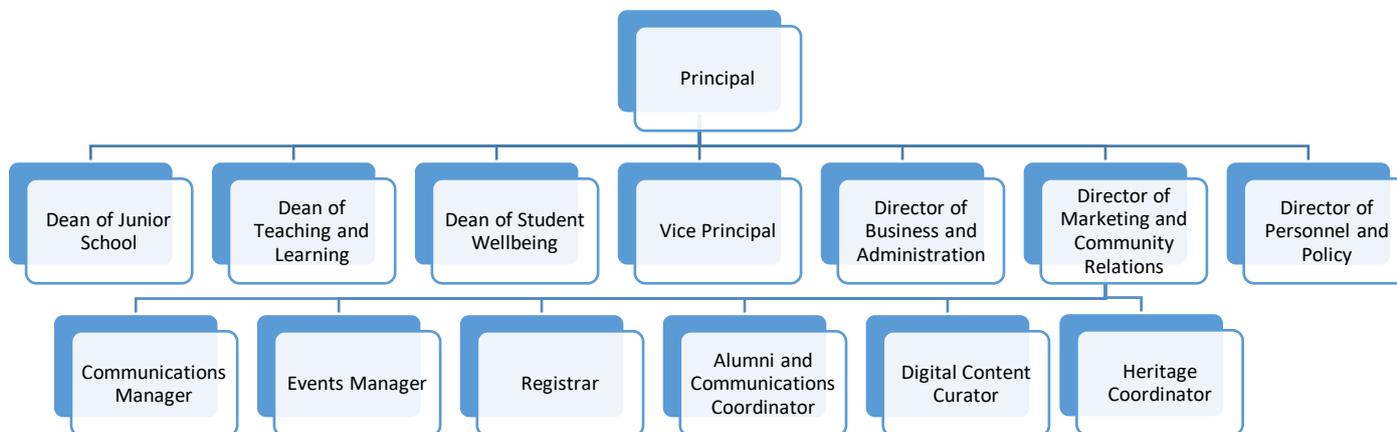
DUTY STATEMENT DIRECTOR OF MARKETING AND COMMUNITY RELATIONS

All Saints' College prioritises the safety, welfare and wellbeing of children and young people, and expects all staff and volunteers to share this commitment.

POSITION PURPOSE

The Director of Marketing and Community Relations (DMCR), a member of the Leadership Team (see below), is responsible for managing the College's marketing program, in conjunction with the Principal, to ensure the positive profile of the College and a strong enrolment base. As part of this, the DMCR is responsible for nurturing strong community relations and developing a culture of philanthropy within the College community.

ORGANISATION STRUCTURE



ASC's Leadership Team

ASC's Leadership Team is responsible for the effective leadership and management of the operational and forward-planning issues of the College. Valuing tradition, team members celebrate and honour ASC's past; recognising the importance of innovation, the team contributes to the vision and strategic direction of the College. As the College's current stewards, team members strive to lead with wisdom and empathy, committed to a collaborative approach and to their own and the team's ongoing learning.

In all they do, ASC's Leadership Team members strive to embody the following values:

- **Compassion** – head, heart and hands leadership;
- **Mindfulness** – appreciating complexity;
- **Inclusivity** – valuing difference;
- **Humility** – servant leadership.

KEY RESPONSIBILITIES

The DMCR will support the College's mission by undertaking the following duties, which reflect the accountabilities and responsibilities that are integral to the successful performance of this position:

1. Leadership and management

(a) As a strategic leader in the College, the DMCR will:

- be innovative and creative in thought, and remain abreast of current relevant research;
- contribute to the strategic direction of the College;
- drive operational decision-making processes and effectively manage projects in areas relevant to the portfolio, ensuring that all such initiatives are regularly reviewed and in alignment with College strategy;

(b) As a leader of staff, the DMCR will:

- foster positive working relationships across the College;
- support and direct Marketing and Community Relations' staff, ensuring all relevant policies, procedures and practices are of the highest standard;
- support and direct Marketing and Community Relations' staff, including the Registrar, Alumni and Communications Officer, Communications Manager, Events Manager, Heritage Coordinator and the Digital Content Curator ensuring all relevant policies, procedures and practices are of the highest standard;
- assist all College staff in their roles as ambassadors of ASC.

2. Marketing and Community Relations

- initiate strategies to ensure the positive profile of the College and the consistency of its branding is maintained;
- ensure a strong enrolment base for the College, overseeing a comprehensive and accurate enrolment database and records;
- oversight of all College publications and communications, including the College website and portal;
- oversight of the alumni (Old Saints') database and engagement programs;
- build positive relationships with former students as well as current and potential College families;
- provide support for, and advice to, the College's community groups, including the P&F, Old Saints, Friends of Music and so on;
- oversight of College events;
- foster a philanthropic culture within the College community;
- manage the College's fundraising program;

- (j) in conjunction with the Dean of Teaching and Learning, manage the College's scholarship program;
- (k) liaising with the College Deans and other key staff, manage effective orientation and transition programs for students and parents;
- (l) oversight of the College's photograph day/s;
- (m) oversight of the College's International Student Program to ensure compliance with legislative requirements; and
- (n) manage the College's Marketing and Community Relations' budget.

3. Other Duties

The DMCR may be required to undertake other duties at the Principal's discretion, from time to time.

Reviewed: March 2021

See Candidate and Selection Criteria below

CANDIDATE PROFILE AND SELECTION CRITERIA

ESSENTIAL CRITERIA (Refer Appendix A at end of document)

Supporting the Anglican ethos and Christian principles and traditions of the College, and modelling the Leadership Team's values (see above), the Director of Marketing and Community Relations will:

Leadership

- epitomise a growth mindset;
- create, foster and contribute to the College's vision whilst encouraging and inspiring others to share in the ownership of that vision to ensure a clear strategic direction;
- create and maintain a positive environment by keeping people informed, promoting team effectiveness, displaying strategic and conceptual thinking, and communicating vision, purpose and values;
- demonstrate a proven track record in effective organisational management, including change management and stakeholder management and engagement.

Communication

- demonstrate excellent interpersonal, negotiation and conflict-resolution skills;
- speak and write with a very high degree of clarity, accuracy and effectiveness;
- seeking first to understand, display active listening skills;

Ethics and integrity

- ensure confidentiality, discretion and sound judgment;
- display strong moral principles which are underpinned by honesty, reliability and fairness;
- promote and embody the College's values;
- display personal courage and resilience in the best interests of our students and the College community.

Coaching and mentoring

- foster a growth mindset amongst others by creating an environment of low risk / high challenge that will encourage innovation and a commitment to continuous improvement;
- actively seek developmental opportunities for others, making suggestions for improvement in a manner that builds confidence and self-esteem;
- provide honest, accurate, constructive and sensitive feedback during performance appraisal processes.

Analytical, conceptual and problem-solving skills

- think creatively and innovatively to solve problems;
- effectively use conceptual thinking to analyse, evaluate and consider the long-term consequences of any action;
- consider multiple alternatives to resolve a situation and develop contingency plans to overcome any obstacles that may arise during the resolution process.

Teamwork

- demonstrate skill in and willingness to work collaboratively with others;
- create a safe environment where team members feel at ease to try new things and discuss concerns;
- encourage openness by communicating in a frank and sensitive manner.

Experience and commitment to ongoing professional learning

- demonstrate an excellent record in senior leadership;
- be an active member of relevant professional organisations;
- hold tertiary qualifications in a relevant field.

Working with Children Clearance

- current Working with Children clearance, or suitability for clearance.

PERFORMANCE APPRAISAL

The Director of Marketing and Community Relations will undergo an initial appraisal after six months in order to confirm their role. Further to that, s/he will participate in an annual process of review.

See Appendix A below: Addressing the Selection Criteria

APPENDIX A – ADDRESSING THE SELECTION CRITERIA

Thank you for considering a career at All Saints' College. The purpose of this document is to provide you with an understanding of how to address the selection criteria in your written application.

In order to successfully undertake the role and responsibilities associated with this position you will need to demonstrate that you have the requisite skills, knowledge, experience, values and personal attributes, as described in the essential selection criteria, which are:

- Leadership
- Communication
- Ethics and integrity
- Coaching and mentoring
- Analytical, conceptual and problem-solving skills
- Teamwork
- Experience and commitment to ongoing professional learning

The dot points beneath each heading (as per the Duty Statement) are a guide to enable an understanding of the knowledge, skills, attributes and so on, associated with each criterion. They are provided to give clarity of meaning, and also signal an avenue in which to respond to the criteria. They define and expand the criterion, and as a consequence, it is not necessary to respond to each dot point in the application.

You may choose to use an example that only encompasses one dot point, or your example may incorporate many. All seven of the above criteria will be assessed during the recruiting process, but at this stage, you are only required to respond to three of the criteria (see below) in your written application:

- Leadership
- Ethics and Integrity
- Coaching and mentoring

In responding to the criteria, you may wish to consider using the 'SAO' method which consists of the following headings:

- Situation – what were the circumstances leading to the event;
- Action – what you did; and
- Outcome – the result of your actions.

Responses to each criterion should be at least half a page, but no more than one page. We look forward to receiving your application.

Best wishes from the Recruitment Team.