DUTY STATEMENT

Position	Director of Communications and Engagement
Reports to	Chief Operating Officer
Areas of Responsibility	Admissions, Alumnae and Events, Communications, Marketing and Public Relations
Type	Full-time, 5 year contract
Package	$140,000 - $150,000 + Super; 6 weeks Annual Leave
Other	Some out of hours and weekend work is a requirement of this role

THE ROLE

Reporting to the Chief Operating Officer, the Director of Communications and Engagement will lead, plan and implement comprehensive communications and engagement strategies to support the School's Strategic Design. Leading a high performing team, the Director will be responsible for the School brand and image, student enrolments, alumnae and engagement activities across the whole School community.
The Director will excel at implementing an integrated communications and engagement program, effectively positioning key messages by ensuring quality communications, planning and management of media relations, leveraging social media platforms, stakeholder relationships and brand management.

DUTIES

Include, but are not limited to:

Communications and Enrolments

- Lead the strategic design, planning, implementation and evaluation of the School's corporate communications and engagement programs.

- Effectively manage social media, ensuring reputation management and engagement with stakeholders.

- Provide communication, conflict resolution, crisis management and media consultancy to the Principal.

- Conduct and collect market research material, stakeholder feedback. Establish relevant databases, develop marketing reports, acquire market intelligence and track external trends to develop marketing and communications strategies to maintain a competitive advantage in the marketplace.

- Coordinate and integrate all elements of the marketing mix to promote the educational ethos of the School to potential parents, students and key stakeholders.

- Oversee public relations and manage media exposure.

- Provide leadership across all aspects of the enrolment and scholarship process including maintaining the integrity of the data connected to this process.

- Provide regular reports on enrolment figures and demographic information and data analysis for Senior Leadership and Board meetings.

- Provide support for the successful delivery of School events which engage the School community including prospective families.

- Act as custodian for the corporate image and brand of the School.

Strategic Engagement

- Develop, implement and monitor engagement activities.

- Nurture strong relationships within the School community which enhance the School's profile and reputation.

- Represent the School in the broader community through participation in relevant professional networks and conferences.

Leadership

- Providing strategic advice on all aspects of corporate communications and engagement to support the Strategic Design.

- Effectively manage and coordinate the operations of the Communications and Engagement team.

QUALIFICATIONS, EXPERIENCE AND COMPETENCIES

- Tertiary qualifications in Communications, Journalism or equivalent are required. A masters in a relevant area would be highly regarded.

- A minimum of 5 years' experience working in the areas of responsibility listed above in a corporate environment.

- Extensive experience in providing strategic and operational advice to executives on internal and external communication issues.

- Proven leadership experience demonstrating the ability to engage and develop high performing teams in a dynamic and challenging environment.

- Demonstrated ability to think strategically.

- Demonstrated results in developing and implementing strategic initiatives that have had a measurable impact.

- Demonstrated understanding of contemporary communication strategies and channels.

- Proven ability to work collaboratively and energetically within a dynamic organisation.

- Demonstrates self-awareness and a commitment to personal development.

- Outstanding personal presentation.