



COMMUNITY RELATIONS AND ENGAGEMENT LEADER

POSITION DESCRIPTION

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 RESPONSIBILITIES

Community Relations Leadership

- Develop authentic, purposeful and strategic partnerships and relationships within and beyond the school community.
- Develop a strategic marketing and communications strategy that aligns with the College mission and vision.
- Enhance positive community engagement.
- Chair the College Promotions Committee.
- Lead and manage the Community Relations and Engagement team.

Alumnae

- Promote and foster opportunities for connection with College Alumnae.
- Liaise and foster relations with the Past Students' Association and attend their meetings.
- Work with the Past Students' Association in coordinating and hosting reunions.
- Explore and develop ways to ensure Alumnae achievements are celebrated and promoted.
- Explore opportunities, in consultation with key College staff, for past students to engage meaningfully with the College.
- 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

- Organise the marketing and promotional events both within and external to the College.
- Seek opportunities to raise the profile of the College community through a variety of media.
- Monitor and archive media.
- Ensure the up-to-date display of media stories on website, social media, foyer, displays, staffroom etc.
- 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 a strategic framework for maintaining a current and effective social media presence.
- Oversee the College's 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.
- Direct and oversee the work of the Digital Content and Publications Officer.
- Ensure all printed and digital content is fully compliant with copyright and 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.

Enrolments

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

Community Relations and Engagement Team

- Develop and oversee an annual action plan for the team.
- Evaluate and manage team 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.

QUALIFICATIONS, EXPERIENCE & SKILLS

Qualifications

- Tertiary qualifications in marketing, public or community relations.

Experience

- Experience working in marketing, public or community relations.
- Experience with strategic planning and implementation.
- Experience in Catholic School system is desired.

Skills

- Effective communication, customer service and interpersonal skills to present a professional, personal and knowledgeable image.
- Ability to be diplomatic, tactful and maintain confidentiality.
- High level organisational, time and workload management skills, including the ability to prioritise workload to meet strict deadlines.
- High level computer literacy and proficiency in using software such as Microsoft Office applications with a willingness to learn new packages as appropriate.
- Ability to display enthusiasm and initiative.
- Ability to work both independently and as a member of a team.
- Strong attention to detail and accurate record keeping and database management skills.
- A willingness and capability to learn new skills and participate in professional learning.

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.

Reports to	Principal
Internal Liaisons	Leadership Team, Community Relations and Engagement Team, administration staff, staff, students, parents
External Liaisons	Prospective parents & students, community and business links
Conditions	Education Support Officer - Category C (level according to experience) Full Time - A degree of flexibility is essential with the applicant required to be available to work during daytime, evenings and weekends, depending on events. Salary and conditions are in accordance with the Victorian Catholic Education Multi Enterprise Agreement 2022
Appointment Time	3 year appointment with mid-term review