JOB DESCRIPTION

St Stephen's School
SERVE GOD SERVE ONE ANOTHER

Job Title:	**Head of Community Relations**
Reports To:	**Principal**
Direct Reports:	**Graphic Designer, Theatre & Technical Services Coordinator, Events and Digital Marketing Officer, Communications, Marketing and Alumni Coordinator, Enrolments Manager, Enrolments Officers, Enrolments Coordinator**
Section of School:	**Education Services**
Liaises with:	**Whole School Community**

St Stephen's School Vision:	St Stephen's School is a Uniting Church School that is Christ centred, student focused and community based.
St Stephen's School Values:	The way that we go about our business at St Stephen's is underpinned by five core values. All students, staff and Council members are expected to embrace these values as they undertake their various roles. • Faith • Learning • Care • Service • Community
Role and intent:	The Head of Community Relations is responsible for managing the School's Marketing, Communications and Enrolments teams (in conjunction with the Principal) to ensure the positive profile of the School and a strong enrolment base. The Head holds overall responsibility for the management of all the Community Relations team members. The role demands exceptional skills in building relationships and the ability to liaise and work with teaching and non-teaching staff at all levels across all campuses. The Head is responsible for nurturing strong community relations within the School community; external community members/providers; develop relationships with parents and alumni in the context of community relations and fundraising.
Role requirements:	**Marketing and Community Relations** • Day to day management of the communications, marketing and events team members plus higher strategic management of the Community Relations Team (including Enrolments) as a whole; • Initiate strategies to ensure the positive profile of the School and consistency of its branding is maintained; • Seek and manage partnerships that enhance the School's brand and offerings; • Ensure a strong enrolment base for the School, reviewing procedures, workflows and engagement practices with families while overseeing a comprehensive and accurate enrolment database and records; • Oversight of all School publications, and marketing material, including the School's website and portal;

- Manage large scale internal and external communications from the School/Principal
- Manage crisis communications
- Develop relationships with the media and attend to any media enquiries
- Oversee digital marketing coverage and practice
- Oversight of the alumni database and engagement programs;
- Provide support for, and advice to, the School's internal and external community groups
- Advise at Executive and Council Level regarding Community Relations activities
- Manage the Community Relations' budgets.
- Initiate demographic analyses of student population
- Strategic oversight of bus routes
- Develop and implement the School's marketing plan
- Oversee the design and development of promotional materials
- Develop and implement promotional strategies such as advertising, events, and promotional materials to promote the School
- Develop and implement programs to strengthen links with the School community and broader community
- Develop and implement a calendar of community-facing events
- In conjunction with the Head of Campus, manage the School's scholarship program

Enrolments

- Oversee School's local, regional and international enrolments and strategies with the Enrolments Manager
- Develop and implement effective enrolments procedures and systems, ensuring the School is presented in a warm and welcoming manner
- Manage policies, procedures and strategies to maximise the School's enrolments
- Look to improve engagement programs and opportunities to promote the school
- Attend field days and expos as required

Alumni

- Nurture and foster Alumni relationships
- Develop and implement planned fundraising programs, working closely with the Alumni

Leadership

- Plan, initiate and manage marketing and enrolment activities in line with the School's broad strategic intent
- Be innovative and creative in thought, and remain abreast of current relevant research
- Foster positive working relationships across the School
- Undertake mentoring and performance development processes with support staff under supervision on a formal, informal and ongoing basis;

	• Support and direct the Community Relations and Enrolments staff, ensuring all relevant policies, procedures and practices are of the highest standard • Undertake and apply Work Health and Safety requirements and adhere to the School's policies and procedures at all times • Provide a child safe environment in accordance with the child safe standards and adhere to the School's policies and procedures regarding student safety, health and wellbeing • Serve as a good ambassador of the School

Key Performance Indicators:	• Plan, initiate and manage marketing and enrolment activities in line with the School's strategic plan and intent • Manage the Community Relations office and develop sound administrative systems • Ensure students, parents and the wider School community are provided with a quality and appropriate service in a timely, effective and friendly manner • Manages Community relations staff performance through effective professional learning and feedback • Ensure that all documentation and communications are prepared and presented in a professional manner and in a way that reflects the School's ethos and values • Always act in a manner that seeks to enhance the safety culture of the School. • Participate in Work Health and Safety induction and training. • Ensure the safety of staff and students • Other KPI's will be agreed with your manager through the induction process and ongoing evaluation and goal setting.

Selection Criteria:	• Hold tertiary qualifications in a relevant field • The Working with Children (Criminal Record Checking) Act 2004 applies for anyone working in child related employment • National Criminal Record Check • Demonstrate an excellent record in marketing and customer relations (experience in an educational context is not essential) • Think creatively and innovatively to solve problems; • Effectively use conceptual thinking to analyse, evaluate and consider the long term consequences of any action. • Speak and write with a very high degree of clarity, accuracy and effectiveness; • Demonstrate excellent interpersonal, negotiation and conflict-resolution skills; • Provide leadership in the development and implementation of operational strategies, policies, processes and procedures; • 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. • Always act in a manner that seeks to enhance the safety culture and performance of the school. Promote a high level of compliance to the Safety and Wellbeing policies, procedures and programmes through effective leadership

	• Be able to role model Christian behaviour in all aspects of the role • Strong staff management and communication skills • Experience negotiating and resolving complex matters involving students and families • Willingness to positively and actively contribute to the Christian culture of the School

I understand and accept the responsibilities as outlined in this Job Description.
Signed: **[**acceptance_status**]** **Date: [**acceptance_date**]**
This document was approved by the Principal on 02/11/2022

The below information is not required to be printed

Version	Date	Review Date	Author	Comments	Approval
1	Nov 2020	Nov 2022	Steph Snyman	New	Principal