Position Description: Director of Marketing and Community Engagement

LUTHER COLLEGE MISSION STATEMENT
Luther College positively endeavours to provide the best education possible in a Christian setting where the whole person can grow and develop with confidence and dignity.

Position: Director of Marketing and Community Engagement

Responsible to: Principal

Classification: School Officer Grade F – Administration and Finance Stream as per the Lutheran Education South Eastern Region (Victorian Schools) Multi Enterprise Agreement 2014

Direct reports: Alumni Relations and Development Manager
Registrar
Publications Coordinator and Archivist
PTFA Coordinator
Receptionist

PRIMARY ROLE PURPOSE

The Director of Marketing and Community Engagement reports directly to the Principal and is responsible for the way in which the College engages with the community and the perceptions that people have about the College. This position will foster and promote positive relationships amongst the Luther College community, and in particular with parents and prospective parents, and, as a result, encourage excellence in service and engagement. The purpose of the role is to design systems, strategies and structures to positively build upon the reputation, brand and reach of the College.

The Director of Marketing and Community Engagement will be required to work with existing staff to create a team environment ensuring a commonality of purpose, communication consistency and commitment to the strategic direction of the College. They will be required to have both a broad oversight of, and in some areas specific hands-one involvement, in the fields of:

1. Marketing
2. Digital and Social Media Strategy
3. Alumni Relations and Development
4. Enrolments
5. Communications
6. Publications
7. Archives
8. Community Events and Public Relations
ESSENTIAL LEADERSHIP SKILLS, BEHAVIOURS AND ABILITIES

There are a series of Essential Leadership Behaviours for all leadership positions within the College. These leadership behaviours, and an explanation of each, are listed below.

Educational Expertise: Currency of professional knowledge within the local, national and global educational context as it influences pedagogy, policy and practice. Has a depth of disciplinary knowledge and disciplinary pedagogical understanding.

Professional Composure: Is a settling influence within a complex environment, is not easily irritated or quick to judge, can manage reasonable stress without it affecting professional performance.

Ethics and Values: Demonstrates Christ-like values, role models expected behaviours, demonstrates honesty and integrity in all situations irrespective of complexity.

Decision Quality: Makes good decisions, based on sound data, credible educational research, collective wisdom, experience and in alignment with the College’s strategic aims and objectives.

Interpersonal Expertise: Relates well to all kinds of people, easily builds rapport and trust, is respectful and diplomatic in dealings with others, represents situations accurately without embellishment and displays a genuine empathy for others.

Communication: Can communicate with clarity and purpose within a variety of settings, is an active listener, is slow to judge and form opinions, is able to interpret and respond accordingly to the non-verbal responses of others. Provides consistent public support both within and outside of the College for school-wide policy initiatives and strategic priorities.

Organisational Agility: Knowledgeable about the relational and operational complexity of organisations, works effectively to achieve strategic priorities and learning goals of the College, and understands how best to motivate and align teams of people to achieve these.

Priority and Solution Focused: Can identify what is of strategic importance and prioritises focus of self and others accordingly, can limit distractions, overcomes blocks and barriers, is able to complete projects within required timeframes, consistently meets the goals of the organisation and exceeds the expectations of others, creates opportunities and support structures for others to be internally motivated.

Self Knowledge: Knows personal strengths and weaknesses, reflects upon previous experiences to facilitate personal and professional growth, regularly seeks feedback from others, values transparency and accountability.

Courage and Conviction: Speaks the truth with love, corrects communicated inaccuracies, provides direct feedback to others, faces difficult situations from a clear process perspective, does not personalise professional situations unnecessarily.
EXPECTATIONS OF THE POSITION

The Director of Marketing and Community Engagement is accountable for the following:

1. **Marketing**  
   Be responsible for the planning, development and implementation of all of the College’s marketing strategy and communications, both external and internal particularly;  
   1.1. Developing and monitoring a whole College marketing plan including budgets, market research and advertising schedules.  
   1.2. Ensuring College branding conforms to the values and heritage of the College and is consistently and appropriately used.  
   1.3. Ensuring staff deliver high quality professional service to all who visit the College.  
   1.4. Facilitating both longitudinal and point-in-time community perception and demographic research as appropriate to foster a culture of excellence and shape continual improvement in the College.

2. **Digital and Social Media Strategy**  
   Be responsible for the development and implementation of a digital and social media strategy for the College to;  
   2.1. Enhance the digital platforms of the school, drive growth opportunities and pay specific attention to how the College can communicate its brand through digital interactions.  
   2.2. Leverage digital and social platforms enabling College customers to access relevant and timely information, connect with staff and willingly engage in brand-building behavior.

3. **Financial Viability**  
   Contribute to the ongoing financial viability of the College by supporting the development and implementation of;  
   3.1. Seeking, applying for and/or sourcing external grants for the College.  
   3.2. Oversight of the alumni engagement and wider development process.  
   3.3. Mutually beneficial engagement opportunities and programs with alumni and the wider community.  
   3.4. The Philanthropy and Fundraising Plan.  
   3.5. A wider gift and stewardship program, including campaigns as appropriate.

The Alumni Relations and Development Manager will also work on matters of College fundraising in conjunction with the Principal.

4. **Enrolments**  
   Be responsible for the marketing, advertising and nurturing of the enrolment process to contribute to the ongoing financial viability of the College by;  
   4.1. Promotion of the College to the wider community and assisting families in helping them to decide that Luther is their school of choice (eg tours).  
   4.2. Development of appropriate structures to maintain enrolment statistics for analysis of trends.  
   4.3. Development of College materials and media to support the enrolment strategies of the College (eg. prospectus/promotional video).
4.4. Overseeing communication with prospective families to ensure it is regular, relevant, conforms to the values and heritage of the College and is appropriately delivered (eg split families).

The Registrar will also develop and implement student recruitment strategies that maximise enrolment in conjunction with the Principal.

5. Communications
Be responsible for the development, positive positioning and ongoing management of College’s image and reputation by;

5.1. Developing, articulating and communicating key messages to the community and proactively generating positive coverage through effective media relations with electronic, print and other media outlets.
5.2. Ensuring the content and appearance of the College website and other online social media sites has currency and accuracy of information.
5.3. Overseeing the content and appearance of Omnia (LMS) pages (Parent Portal) available externally.
5.4. Providing advice and recommendations regarding internal communications.
5.5. Liaison with the Principal in any matters of crisis management communication.

6. Publications
Be responsible for the existing publications and ensure a variety of writing and/or editorial duties are performed including oversight and development of the suite of College publications to ensure relevance, consistency and that the content meets the strategic imperatives of the College. The suite currently consists of:

- Crosslight
- LutherLetter
- Analecta
- Annual Report.

7. Archives
7.1. Ensuring that College material of archival significance is retained, stored and appropriately displayed (such as past student files, historical information and memorabilia, relevant to the marketing and events of the College) including archival budget approval.

8. Community Events and Public Relations
Facilitate and support participation amongst parents, students, staff and others in the school community by;

8.1. Ensuring all community events of the College are consistent in their presentation and represent the College to its greatest advantage. This includes, but is not limited to, the following:

- Tour and Open Mornings
- College Worship Services
- Information Nights
- Parent Teacher Interviews
• Reward and Recognition Events
• Alumni Events
• Building/facility openings

8.2. Maintaining a relationship with community organisations to support the partnerships with the College.

8.3. Attending Parents and Friends Association meetings and providing support and promotion of PTFA activities when required.

The Director of Marketing and Community Engagement is a new position and as such the position description is considered dynamic and subject to change from time to time. A period of review and evaluation of the duties and responsibilities will occur within 6 months of the date of commencement.

It is also understood that the nature and scope of duties may require time and attention outside what might be considered as ordinary school hours. The remuneration package is set with this in mind and is therefore inclusive; additional remuneration or allowances will not be paid on this account.

Child Safety Commitment:

Luther College has a commitment to child safety and as such staff will be responsible for understanding and applying the Luther College Child Protection and Safety Policy and Child Protection Code of Conduct and associated policies and guidelines.

Relationships and Authority:

Professional and productive relationships are required to exist with the Principal and members of the Strategic and Operational Management Team (SOMT), direct reports and the customer focused Professional Services Staff.

The Director of Marketing and Community Engagement will be a consultant to the Strategic and Operational Management Team (SOMT) and is expected to attend meetings of the PTFA.

Essential Experience and Qualifications:

• Model the College’s Essential Leadership Skills, Behaviours and Abilities;
• Extensive experience in a Community Engagement role likely within a corporate environment;
• Undergraduate or post-graduate qualifications in marketing, public or community relations;
• Demonstrated high level knowledge and experience in all aspects of marketing, public relations, media strategy and fundraising is essential.
• Excellent interpersonal and collaborative skills, and an ability to be able to effectively communicate with students, parents, teachers, external agencies and support organisations.
• Demonstrated ability to contribute both at a strategic and an operational level (i.e. financial management, planning, implementation and relationship management).
• Demonstrated ability to plan and deliver large scale events.
• Demonstrated understanding of an educational environment.
• A successfully completed Working with Children Check.
Confirmation of documentation:

____________________________  ...../...../.....
Principal  (Signature)

____________________________  ...../...../.....
Director of Marketing and Community Engagement appointed  (Signature)