

POSITION DESCRIPTION

Position Title	Head of Community Engagement
Employment Status	.6 FTE, ongoing contract
Position Reports to	Principal

North-Eastern Montessori School

North-Eastern Montessori School is an independent School offering curriculum based on the Montessori philosophy for children from 18 months to Year 6. At North-Eastern Montessori School, the prepared Montessori environment facilitates the development of self-discipline, independence, self-motivation, concentration, respect and patience leading to a natural love of learning.

ROLE PURPOSE

The Head of Community Engagement oversees the School's marketing and communication strategy, and facilitates the engagement of the School community through key initiatives, events and fundraising opportunities. The Head of Community Engagement works collaboratively with the School's Registrar and the School Principal to ensure that the School's Admissions process reflects best practice, warmth and care of our community members. Working in conjunction with the School's leadership team, the Head of Community Engagement acts as a key liaison to the Friends & Families Alliance, and the Alumni Association.

KEY ACCOUNTABILITIES

Community Engagement, Communication & Marketing

- Curate the end-to-end experience that community members and prospective families encounter with the School, in collaboration with the School's Registrar.
- Drive initiatives that enhance the experiences of the School's community and its members.
- Facilitate the delivery of a high quality School newsletter.
- Develop collaborative education, community, and strategic partnerships to advance shared goals and deliver School initiatives.
- Serve as the liaison for the School's Alumni Association, the Friends & Families Association to promote and drive Alumni, and FFA activities and initiatives.
- Work collaboratively with the Principal to establish strong alumni relations, and a program that maintains relationships with graduates from the School
- In conjunction with the Principal and Business Manager to establish a School Foundation with opportunities for fundraising,
- Oversee the School's Events calendar, including the provision of direction and collaboration with other key School staff.
- Organise guest speakers as required.

- Assist with information sessions, School open days, prospective family tours and activities to remain competitive in meeting enrolment targets and building wait lists.
- Develop strategies to attract and convert optimal student numbers across the early learning, primary and secondary years.
- Liaise with the Registrar to make informed decisions to manage the School's scholarship and bursary programs.
- Oversee Marketing and Publications, including the management of the School's print and online presence, including website, social media and other marketing outlets and materials.
- Deliver an annual School Communications Strategy.
- Build and deliver School promotional and community engagement activities.
- Drive innovation, campaigns, best practices and analytics to deliver promotional activities, digital content and print collateral that align to the School's strategic vision.
- Oversee the School's branding and style guides.
- Oversee the compilation and supply of information packs to prospective families and availability of admissions documentation.
- Promote effective communication, collaboration and information sharing.

Strategic Leadership

- Proactively contribute as a member of the School's Leadership Team and promote the School's vision, values, strategic direction, and leadership decision making processes.
- Maintain fiscal accountability including preparation of budget submissions.
- Foster constructive reflection and continuous improvement in your area of work
- Maintain a degree of flexibility in working hours and duties to meet the requirements of this position and the School's changing operational and leadership needs.

QUALIFICATIONS AND EXPERIENCE

- Knowledge of educational enrolment processes and optimisation of Admissions.
- Experience leading promotional, stakeholder engagement and event management strategies to build enduring relationships, affirming experiences and desired outcomes.
- High level management, relational, organisational, and operational skills to effectively lead teams and deliver operational priorities.
- Proven strategic vision and capacity to set goals, build a common approach and deliver quality outcomes, ideally in an educational setting.
- Strong work ethic, integrity, reliability, interpersonal and discretionary skills
- Demonstrated aspirational leadership committed to continuous improvement and quality service delivery
- Proficient data analytics skills and experience using a range of information systems
- Tertiary qualifications in Community Engagement, Marketing, Education, or a related discipline well regarded.



Other

All employees of North-Eastern Montessori School are required to:

- Carry out other duties as required by the Principal
- Contribute to a collaborative team culture.
- Maintain a degree of flexibility in working hours from time to time as required for the position
- Accept that the School reserves the right to modify the position to meet its operating needs
- Demonstrate, follow and support the School's philosophy, policies and procedures, core values and commitment.
- Efficiently use School resources for School business only, and ensure that financial and authority commitments are pre-approved by staff with the appropriate delegations.
- Undertake other reasonable and relevant duties within skills, knowledge and capabilities and as directed by the Principal or their representative
- Treat all matters communicated to Staff as confidential and not to be discussed with students, members of the College community, or the public.
- Hold a current Working with Children Check or VIT card.
- Comply with the requirements of the Australian Children's Education and Care Quality Authority.
- Comply with all Child Safe Standards.

Position description last updated:

2024

