



Immanuel Lutheran College

Walk as Children of the Light



Director of College Development
Candidate Information Pack

Introduction

Following significant growth in the last eight years and a recent review of staff services, a newly created Director of College Development role has been created at the College. This is an exciting opportunity in a vibrant and growing community, nestled in the heart of the Sunshine Coast.

The College has prepared an information package and associated selection process, which is outlined in this document.

About Us

Established in 1979, Immanuel Lutheran College is the product of a local vision - to see the establishment of a school in the Lutheran tradition that would make quality Christian education available to the local area. Over the years, the College has prided itself on delivering an authentic, rich and diverse education experience within the spectacular surroundings of an unrivalled campus on the Sunshine Coast.

Immanuel Lutheran College is a Kindergarten to Year 12 independent school that has forged a reputation for excellence that goes well beyond the academic results of its students. Whilst our enviable academic record is fostered and celebrated, our College takes equal pride in focusing on the wellbeing and development of the 'whole' child, in line with Gospel principles. In addition, a co-located Early Learning Centre serves the needs of students from two years of age, in both Kindergarten and long day care models. Immanuel Lutheran College also operates and manages an outdoor education second campus at Mt. Binga, approximately two hours drive west of the Sunshine Coast.

Just as a young child starting to walk must learn the importance of balance, so too must all our students as they take their first steps towards independence. Providing that balance is essential and means placing equal emphasis on each student's academic, cultural, social, physical, spiritual and pastoral development.

The core values of the community play a vital role in this development, and Immanuel strives to provide an environment where students are valued as individuals, where they are inspired to learn and where they develop a spirit of service, both to each other and to the wider community.

The success experienced by our 'Old Scholars' is evidence of the unique spirit that Immanuel instils in each individual and is a strong testament to the quality of our educational program. Immanuel Old Scholars can be found living and working successfully all around the world, yet remain connected to us.



Core Values and Beliefs

Immanuel Lutheran College is a school of the Lutheran Church. There have been Lutheran Schools in Australia for over 185 years, and currently, there are 82 nationwide enrolling approximately 35,000 students. Immanuel is part of this Lutheran schooling system in Australia and shares the foundations and traditions of these (largely systemic) schools.

In striving to achieve these goals for its students, Immanuel Lutheran College values are as follows:

Centrality of the Gospel

We acknowledge God's Word and Christ's love as the guide for our community.

Worth of the Individual

We believe each person is valued by Christ and should be supported to grow in all areas of their life.

Excellence

Our aim is to strive for educational excellence that is life-related and future-oriented.

Importance of Relationships

We believe that in Christ, all are equal and should be committed to each other in caring and supportive relationships.

Service

We believe that we are to serve one another and the wider community.

Respect for the Environment

We believe we are to preserve, protect and interact with the natural environment.

Sense of Community

Our school spirit and our engagement with the wider community builds a sense of who we are as a College.

Vision Statement

Inspiring Learning – Building Community – Enriching Lives

Mission Statement

Immanuel graduates will be identified by their confidence, optimism and respect for healthy relationships. They will be highly competent and capable of making a positive contribution to their country and the world. They will be well-grounded with a sense of who they are in the world and a set of values that is founded in faith, reason and knowledge.

College Motto

The College motto, Walk as Children of the Light, points us in the direction we must be going. We have more fully come to know Jesus Christ, who is the Light of the World, and to know what it means to be "Children of the Light." The motto tells us then to be what we are, and thus a major objective of the College is to expose its students to the Light of the World and His plan for them.

College Logo

Our logo shows the Cross of Christ in front of the rising sun. Since the sun gives us light, the logo highlights Jesus as the Light of the World. Light also reveals and exposes, and thus we are reminded to look at ourselves as Jesus sees us. The sun is a symbol of the Sunshine Coast and its surf, sand and enjoyment. The Cross is a symbol of Christ and His love for the World. When these two symbols are put together, we have a picture of Christ in the world where we are.



College Structure

The College consists of two sub-schools on one campus. The Primary School comprises Prep to Year 6 and the Secondary School Years 7 to 12. Each has its own specialist facilities. The day-to-day management of the sub-schools is the responsibility of the Heads of Primary and Secondary School, who are in turn responsible to the Principal.

The senior management team is known as the Executive Leadership Team. It consists of the Principal, Heads of Primary and Secondary Schools, Head of Business Operations, Deputy Heads of sub-schools and the Head of People and Culture, and meetings are held fortnightly.



College Facilities

Over the last seven years, the College has invested over \$30M in facilities development, transforming a 40-year-old school into a contemporary, 21st-century learning environment. While predominantly focusing on learning areas in recent times, the College enjoys an aquatic centre featuring a 25m pool and Learn to Swim school, an award-winning Environmental Centre, twin court basketball stadium and a soon to be completed state-of-the-art multipurpose facility.

Importantly, the College is surrounded by rainforest and has a significant focus on environmental sustainability, which is reflected in all our building and facilities designs. The College's Master Plan was reviewed in 2018 and is constantly monitored to ensure the needs of the community are being met.



The Position

The College is seeking applicants with outstanding experience and qualifications in integrated communications for the Director of College Development position. The Director of College Development role requires authentic and innovative leadership to develop and deliver the Community Engagement strategic plan involving advocacy, stakeholder engagement, sales, marketing, communications and media engagement across all College activities.

Reporting Relationships

The Director of College Development is responsible to the Head of People and Culture and works collaboratively with the Principal, Heads of School and Head of Business Operations. Direct reports include marketing and client-facing positions.

Key Responsibilities

The role holder will be required to provide strategic advice and guidance to the Executive Leadership Team and key operational leaders, to ensure that internal and external communications to key stakeholders are developed and delivered strategically, professionally and effectively in alignment with the College strategic plan.

The Director of College Development will undertake the following responsibilities:

General

- Be actively supportive of the Christian ethos of the College;
- Ensure staff within the areas of responsibility embed the core Lutheran Education Australia (LEA) values: love, justice, compassion, forgiveness, service, humility, courage, hope, quality and appreciation;
- Be committed to undertaking out-of-hours activities related to promotional and educational aspects of Immanuel Lutheran College (ILC), and carry out all duties in a spirit of Christian compassion; and
- Perform such other duties as the Principal may assign from time to time.

Leadership

- Develop, implement and coordinate a Community Engagement strategic plan, including action plans to support the College's Strategic Plan objectives and ambitions, and to provide strategic advice to the College Council, Executive Leadership Team and College Foundation;
- Lead and inspire the Marketing, Community Relations and Events, Enrolments, Student Services, Reception, Sub-School Administration and Communications teams to deliver on the Community Engagement strategic plan.
- Ensure that all direct reports are provided with appropriate challenge and support to enable them to provide effective service to their areas, building high-performing teams;
- Promote and embed a strong performance culture through the setting and monitoring of performance targets and annual professional development plans;
- To give strategic leadership to the College's corporate functions, creating a culture of effective and efficient marketing, communications and support services that are focused on creating value for money as well as meeting the needs of the College as a whole;
- To radically transform the way that College development is delivered, ensuring integration where necessary with the College Foundation, in order to drive organisational and cultural change in line with the College's strategic agenda;
- Manage relationships with external partners and agencies to enhance the College's performance, reputation and image; and
- Determine the structures, roles and processes required to deliver services in line with College priorities and ensure that appropriately skilled and motivated human and associated resources are deployed so that strategic objectives are met.

Sales, Marketing and Communications

- Research, analyse and monitor financial, technological and demographic factors to capitalise on market opportunities and minimise effects of competitive activity;
- Plan and oversee advertising and promotional activities, including print, online, electronic media and direct mail, ensuring brand consistency in marketing and social media messages;

- Maintain a customer-centric focus, ensuring all direct reports develop a culture of service for stakeholders;
- In conjunction with marketing staff, generate, edit, publish and share weekly content (images, video, written and audio/podcast) that builds meaningful connections with the College community;
- Maintain oversight of all communications to parents and other stakeholders to ensure brand consistency and alignment with professional practice and College distinguishing qualities;
- Together with marketing staff, maintain and update the College's website (in conjunction with the IT department) through the provision of accurate content and design, including the introduction of a 'Latest News' section to complement social media strategy;
- Manage, maintain and develop systems that allow the College to identify, document and regularly update past, present and future stakeholders, including College administrators, staff members, students, parents, community members and local business leaders, as well as College Board Members, to seek out further opportunities for promoting the College;
- Collaborate with the Immanuel Old Scholars' Community (IOSC) to manage activities, including Old Scholars connections, reunions and other events that engage the wider College community;
- Develop and oversee the implementation of an engagement strategy to increase the College's Old Scholar online presence, including website and social media platforms, to ensure consistency in messaging, actively monitoring shifts in key stakeholder beliefs through observing social media;
- Work closely with the Head of Business Operations in leading the Sales, marketing, and communications team to understand and further develop a framework to allow the College to undertake fundraising, bequest, sponsorship and donation activities;
- Develop and annually review data analytics and market trends to provide feedback, support strategic objectives and consider new opportunities;
- Where required, assist with organising and management of major College events during and outside of standard business hours;
- Attend annual events, including some which occur on weekends and evenings, as per the College's annual calendar;
- Management and oversight of all College publications; and
- Manage and monitor the College Development budget and prepare annual budget submissions.

Knowledge and Skills Required (Selection Criteria)

- Excellent communication skills with a proven ability in media engagement, networking, advocacy, stakeholder management and the ability to influence mutually beneficial outcomes;
- Experience in integrated communications - taking a holistic view across all media channels;
- Exceptional interpersonal skills with the ability to work and communicate with a broad range of people from a variety of backgrounds and experiences;
- Proven leadership skills, including the ability to promote a positive culture, mentor and coach staff and build highly effective teams; and
- Highly developed written and organisational skills with demonstrated ability to prioritise competing tasks, meet deadlines and lead teams under pressure.

Qualifications, Certificates, and Experience

- Degree-level qualifications in Marketing or related discipline (required).
- Minimum five years of leadership experience of a high-functioning team or similar (highly desirable).
- Previous experience in an educational setting (desirable).
- Possess current Suitability 'Blue' Card from the Commission for Children and Young People and Child Guardian for working with children (if the successful applicant does not currently hold one of these cards, an application link will be forwarded with the offer of appointment).
- All employees are required to hold current First Aid certification, or to attain it within 12 months of appointment.

Salary and Conditions

The position of Director of College Development is a full-time position with five weeks of annual leave. A minimum of two weeks' leave is to be taken during the College shutdown period over Christmas and New Year and the remaining weeks at a mutually agreed time.

Probation period: Six Months

Salary: Commensurate with the nature of the role

Hours of Duty: 76 hours per fortnight

The Director of College Development is expected to engage in ongoing professional development through relevant training, networking and sharing of knowledge and skills. This will be done with the objective of making a real contribution to Immanuel Lutheran College and adding value and a high level of competence to the role.

Formal appraisals will be undertaken cyclically, but typically every two years, with informal reviews occurring annually.

Given the dynamic environment in which the College operates, the Principal may alter the roles and responsibilities of the Director of College Development position at their discretion in order to most effectively serve the needs of the College.

Employment Conditions

- This employment is Award Free.
- The term of the appointment to the position of Director of College Development is ongoing. Employment is notionally 38 hours a week.
- Leave loading is inclusive in leave for the role.

Application Process

Applicants will be selected for interview by the Selection Panel based on the assessment of their written application and details contained in the general application form completed by all candidates.

The written application should comprise the following:

- (a) A brief statement of application (no more than one A4 page) in which the applicant introduces themselves and reasons for applying.
- (b) A comprehensive response to each of the selection criteria (no more than three A4 pages in total). Applicants should support their claims with references to particular achievements.
- (c) Curriculum Vitae covering:
 - full name, home address, confidential email address, mobile and phone contact details.
 - nationality and citizenship.
 - positions held dates, the scope of responsibilities and key achievements.
 - details of education and qualifications.
 - details of congregation membership (as applicable).
 - any other relevant information, such as involvement in professional and community activities and organisations.
- (d) The names, addresses (postal and email) and contact telephone numbers of at least three confidential referees. These must include:
 - applicant's present or last employer (either Principal, Council Chair or relevant Line Manager);
 - a person who is familiar with the applicant's academic and professional background and recent experience;
 - a person who can authoritatively comment on the applicant's personal qualities and capacity to lead in a school.

The Selection Panel reserves the right to contact relevant referees who have not been nominated by the applicant, after informing the applicant of their intention to do so.

Applications that are incomplete, or do not address the matters listed above, may not be considered further. The Panel reserves the right to fill the position by invitation or to re-advertise the position.

The selection process will be conducted by the Panel with complete confidentiality.

Applications will close at 9am on Monday, 20th February 2023.

Applications may be lodged via the College's Employment Portal located on the College website at <https://www.immanuel.qld.edu.au/belong/employment/>

Applications should be addressed to the Principal.

Enquiries about the role and employment conditions can be made through the Principal on T: 07 5477 3465 for a confidential discussion.

Privacy Statement

In applying for this position, you will be providing Immanuel Lutheran College with personal information. We can be contacted as follows:

Immanuel Lutheran College PO Box 5025
Maroochydore BC QLD 4558 T: 07 5477 3444
F: 07 5477 3477
E: ilc@immanuel.qld.edu.au

If you provide us with personal information, for example, your name and address or information contained on your curriculum vitae, we will collect the information to assess your application. You agree that we may store this information for three (3) months.

You may seek access to personal information that we hold about you if you are unsuccessful in the position. However, there will be occasions when access is denied. Such occasions would include where access would have an unreasonable impact on the privacy of others. We will not disclose this information to a third party without your consent.

We are required to conduct a criminal record check and collect information regarding whether you are or have been the subject of an Apprehended Violence Order and certain criminal offences under Child Protection law.

If you provide us with the personal information of others, we encourage you to inform them that you are disclosing that information to the College and why, that they can access that information if they wish, and that the College does not usually disclose the information to third parties and that we may store their information for three (3) months.





For more information regarding Immanuel Lutheran College and the Sunshine Coast the following web-links may be useful:

[Immanuel Lutheran College](#)

[Immanuel Lutheran Church Buderim](#)

[Lutheran Education Queensland](#)

[Visit Sunshine Coast](#)