



## IMMANUEL LUTHERAN COLLEGE

### JOB AND PERSON SPECIFICATION

#### DIRECTOR OF COLLEGE DEVELOPMENT

<b>POSITION TITLE:</b>	Director of College Development
<b>SUB SCHOOL:</b>	P-12
<b>LINE MANAGER:</b>	Head of People and Culture
<b>COLLABORATION:</b>	Principal/Heads of School/Head of Business Operations
<b>COMMENCEMENT DATE:</b>	11 April 2023 (or by negotiation)
<b>TENURE:</b>	Permanent
<b>SALARY &amp; CONDITIONS:</b>	Salary commensurate with the role and dependent on experience and qualifications

## Primary Role/Purpose

In this role, the Director of College Development is to:

- Model servant leadership as shown to us by our Lord and Saviour, Jesus Christ.
- Display the qualities of excellent leadership, management, and administration.
- Work closely with the Executive Leadership Team.

The Director of College Development plays a key role in managing the advocacy, stakeholder engagement, sales, marketing, communications and media engagement across all College activities. This position will provide strategic guidance to the Executive Leadership Team and key operational leaders to ensure that internal and external communication to key stakeholders is developed strategically, professionally and delivered effectively in alignment with the College strategic plan.

## Relationships and Authority

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 sales, marketing, communications and client-facing positions.

## Expectations and Responsibilities

The following responsibilities will be undertaken by the Director of College Development:

### **General**

1. Be actively supportive of the Christian ethos of the College;
2. 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;
3. 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
4. Perform such other duties as the Principal may assign from time to time.

### **Leadership**

1. 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;
2. 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.
3. 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;
4. Promote and embed a strong performance culture through the setting and monitoring of performance targets and annual professional development plans;
5. 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;

6. 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;
7. Manage relationships with external partners and agencies to enhance the College's performance, reputation and image; and
8. 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***

9. Research, analyse and monitor financial, technological and demographic factors to capitalise on market opportunities and minimise effects of competitive activity;
10. Plan and oversee advertising and promotional activities, including print, online, electronic media and direct mail, ensuring brand consistency in marketing and social media messages;
11. Maintain a customer-centric focus, ensuring all direct reports develop a culture of service for stakeholders;
12. 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;
13. Maintain oversight of all communications to parents and other stakeholders to ensure brand consistency and alignment with professional practice and College distinguishing qualities;
14. 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;
15. 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;
16. 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;
17. 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;
18. 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;
19. Develop and annually review data analytics and market trends to provide feedback, support strategic objectives and consider new opportunities;
20. Where required, assist with organising and management of major College events during and outside of standard business hours;
21. Attend annual events, including some which occur on weekends and evenings, as per the College's annual calendar;
22. Management and oversight of all College publications; and
23. Manage and monitor the College Development budget and prepare annual budget submissions.

## Knowledge and Skills Required (Selection Criteria)

1. Excellent communication skills with a proven ability in media engagement, networking, advocacy, stakeholder management and the ability to influence mutually beneficial outcomes;
2. Experience in integrated communications - taking a holistic view across all media channels;
3. Exceptional interpersonal skills with the ability to work and communicate with a broad range of people from a variety of backgrounds and experiences;
4. Proven leadership skills, including the ability to promote a positive culture, mentor and coach staff and build highly effective teams; and
5. 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 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.