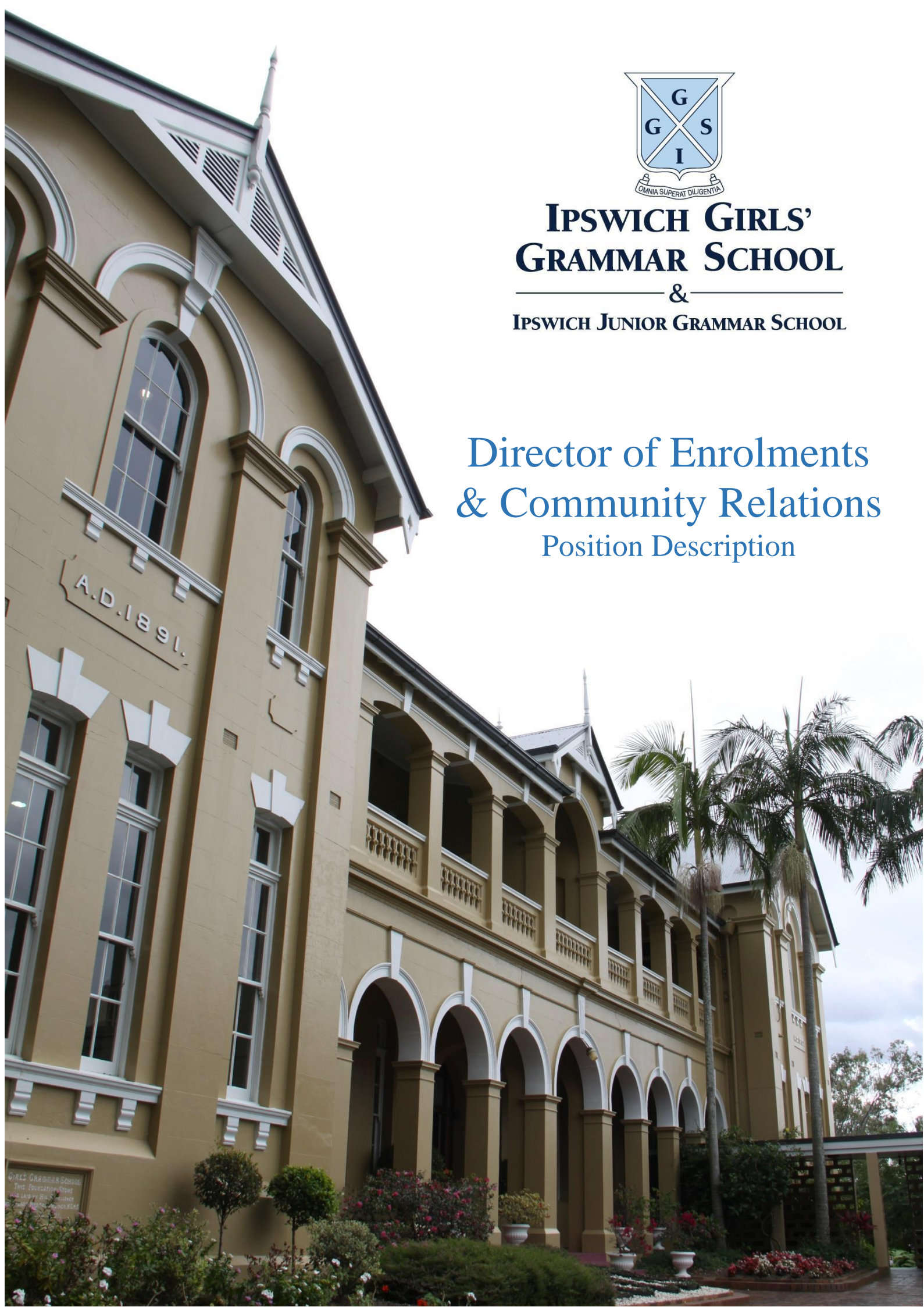




**IPSWICH GIRLS'
GRAMMAR SCHOOL**
— & —
IPSWICH JUNIOR GRAMMAR SCHOOL

**Director of Enrolments
& Community Relations**
Position Description





OMNIA SUPERAT DILIGENTIA DILIGENCE OVERCOMES ALL

OUR SCHOOL MOTTO SINCE 1892

Ipswich Girls' Grammar School including Ipswich Junior Grammar School is a non-denominational school for boys and girls from Pre-Prep to Year 6 and girls only from Year 7 to Year 12, with boarding for girls in Years 5 to 12.

Our Vision

Ipswich Girls' Grammar School inspires girls to become confident, well-educated young women. Ipswich Junior Grammar School nurtures young learners to become future leaders.

Our Mission

Shaped by our proud history and traditions and focused on academic excellence, our school aims to provide a personalised, holistic education by expert staff in engaging learning environments.

Our Aspiration

By 2023, our school aims to be an outstanding* school known for its holistic education and students' excellent academic outcomes with an enrolment in excess of 1000 students from Early Learning to Year 12.

(*Outstanding - as defined by the National School Improvement Tool)

Our Values

- **Diligence** - Staying focused until the job is done.
- **Excellence** - Striving to achieve the highest standards possible.
- **Respect** - Acknowledging the worth of every person and what matters to each one.
- **Integrity** - Constantly demonstrating high moral and ethical standards.
- **Care** - Attending with kindness, compassion and sensitivity to the needs of others.

Location

Address: 82 Chermside Road
EAST IPSWICH QLD 4305

Telephone: +61 7 3454 4447

Facsimile: +61 7 3454 4480

Email: principal@iggs.qld.edu.au

Website: <http://www.iggs.qld.edu.au>

THE ROLE	
Position Title:	Director of Enrolments & Community Relations
Incumbent:	
Department:	Enrolments and Community Relations
Reports to:	Chief Financial Officer & Secretary to the Board of Trustees
Level:	Executive
Remuneration:	Salary

Preamble

The Director of Enrolments & Community Relations is responsible for the strategic leadership and overall operational outcomes of the Enrolments and Community Relations Department. It is expected that Director will build and maintain an effective team that delivers exceptional service in a professional, efficient and friendly way.

As the Director of Enrolments & Community Relations you will:

- Follow the School's Code of Conduct for Staff and maintain the standard of excellence required by the School's reputation and uphold the philosophy of the School.
- Promote the interests of Ipswich Girls' Grammar School including Ipswich Junior Grammar School.
- Attend staff development and training programs when and if appropriate.
- Comply with work health and safety responsibilities detailed in the safety management system.

Purpose

The aims of the Department are to:

- Achieve enrolment targets;
- Develop and maintain good community relations; and,
- Achieve assigned annual non-enrolment revenue targets.

Direct Reports

- Enrolments Registrar.
- Enrolments Officer.
- Marketing & Communications Coordinator.
- Enrolments and Publications Officer.
- International Marketing Manager.

Your Role

Strategic Leadership

Provide high level expertise and leadership to support strategic business outcomes in all aspects of Enrolments and Community Relations.

- Prepare and oversee the implementation of the department's annual operational plan & financial budgets, measures and targets, ensuring it aligns with the School's strategic plan.
- Coordinate relevant market research to support the compilation of the Strategic Plan and other research as required.
- Co-ordinate innovative marketing campaigns, publications, community relations and enrolment activities and ensure the seamless operations between the functions.
- Lead and manage and foster effective teamwork of direct reports. Conduct weekly progress meetings with the team, annual performance reviews and performance management of direct reports.
- Provide accurate and up-to-date enrolment & community relations reporting to Executive and Board as required.
- Promote the interests of Ipswich Girls' Grammar School including Ipswich Junior Grammar School by attending international, state, regional local community events and School events in collaboration with

other staff, if required.

Management

Provide advice and guidance to direct reports to ensure that the department performance measures are delivered on time and within budget.

Enrolments

- Ensure each stage of the enrolment process (pipeline) is effective, efficient, monitored, followed-up and service-orientated.
- Utilise the School's CRM software to manage the enrolment process. Streamline the process using electronic document management software
- Make certain the School's enrolment policies and procedures from Early Learning to Year 12 and international students are compliant and reviewed annually.
- Ensure that a sense of belonging is established with prospective students' families prior to enrolment and through the onboarding process.
- Manage the scholarship application process and scholarship testing sessions and annually review annual scholarships and scholarship budgets.
- In collaboration with the Dean of Students (Secondary School) and Head of Junior School (Junior School), ensure the department coordinates orientation mornings/days for new students.

Marketing and Communications (including publications)

- Develop and execute an annual marketing plan in conjunction with the Marketing & Communications Coordinator.
- Ensure the School's brand is clear, highly regarded and that the School is strategically positioned in the market, providing oversight and guidance for staff where necessary.
- Identify program and service strengths and areas for improvement of the School in the context of current and prospective families' value propositions and the School's value chain activities.
- Enhance and implement e-communication strategies including email campaigns, social media campaigns, promotional videos, blogs, newsletters, and website materials.
- Oversee the organisation of, and participate in, all community relations events such as Open Days; Discovery Tours; School Expos; rural tours; Orientation Days; and other strategic enrolment and marketing events
- Oversee the production of all publications and digital media to ensure strategic relevance and consistent branding.
- Assist with writing journalistic articles, publications, and marketing materials.
- Support the management of both School websites, LED signage, and School APP including negotiating/renegotiating upgrades
- Liaise with the Head of Boarding to market the boarding house.

International Marketing & Study Tours

- Attend international marketing events as requested and support the management of the international agents.
- Oversee the management of Study Tours by the International Marketing Manager, providing assistance when necessary. Ensure that the Deputy Principal or Head of Junior School are informed about the Study Tours in a timely manner.
- Liaise with the Chief Financial Officer around the finances of the Study Tour program and Business Services staff regarding payments, invoices, and other administrative services in relation to study tours.
- Oversee the production of correspondence to parents, home stay providers and students, and coordinate the printing of certificates for each student and preparation of appropriate brochures and other advertising materials for orientation and promotional purposes.

Fundraising and Sponsorship

Implement best practice fundraising and engagement strategies that deepen supporter relationships and inspire philanthropic giving to maximise revenue and engagement in the School.

- Develop and maintain effective community relations with Parents and Friends (P & F), Old Girls Association (OGA) and various organisations in the Ipswich and regional communities.
- Support the planning and execution of community relations events including Long Lunch, Golf Day, P & F events, OGA and School supporter groups including event sponsorship.
- Liaise with the P & F and its subcommittees and provide support relating to community relations and friend and fund-raising activities and attend P & F Meetings when required or requested.

- In collaboration with the Marketing & Communications Coordinator and Principal & CEO (when necessary), co-ordinate responses and holding statements (in anticipation) to all media and other external requests for information in a timely and professional manner. Liaise with the media on sensitive issues when directed by the Principal & CEO.
- Support IGGS Speech Night and IJGS Presentation Night Prize donor program as required.
- Prepare and submit applications for sponsorships, grants, philanthropy, and other fundraising activities (including the Annual Giving Program and the Bequest Program).
- Identify and develop new and existing donors and sponsors.
- Oversee recognition programs including receipting of gifts, and programs or functions that acknowledge donors.
- Ensure competitors are monitored and identify potential strategic partnerships.

Formal Qualifications

- Bachelor's degree qualifications in Marketing / Communication, Commerce, Business, and/or Journalism or another relevant discipline or demonstrated skills and experience equivalent to the role and qualifications.
- Be the holder of, or can obtain, a Working with Children Suitability Card (Blue Card).
- Ability to comply with the COVID-19 Vaccination requirements outlined in the Health Direction for workers in a high-risk setting.

Competencies Required

- Demonstrated experience in leading and managing a team of staff, defining, and communicating work targets and priorities and ensuring work output is in accordance with performance standards and measures.
- Established skills in all facets of marketing and communications, with drive, passion, commitment, and ability to successfully position IGGS and IJGS in its markets.
- Demonstrated ability to work independently and lead a high-performing sales and marketing team so that it achieves its deadlines and targets.
- Proven organisational, negotiation and project management skills garnered in a business services environment, with the ability to fund- and friend- raise through effective community relations.
- Highly developed skills and significant experience in writing journalistic articles, publications, and marketing materials.
- Proven commitment to actively work as part of an Executive leadership team with the flexibility to work outside of core business hours to support School events.
- Highly developed written and oral communications skills.
- Knowledge of general business software and aptitude to learn new applications; high level proficiency in Microsoft Office (Word, Excel, Outlook).

Key Result Areas

- **Strategic Leadership and Management:** Provide high level expertise and leadership to team members to support strategic business outcomes in all aspects of the portfolio.
- **Enrolment targets and revenue:** Enrolment numbers are in line with operational and strategic plans and revenues are maximized.
- **Relationship Management (internal and external):** Demonstrates proactive and professional approach to customer service and stakeholder engagement with the ability to foster and motivate School relationships and partnerships.
- **Organisational Skills:** Excellent planning and organisational skills to prioritise work and meet agreed deadlines.
- **Problem Solving and Strategic Thinking:** Capacity to deal with ambiguity and solve problems effectively. Proven ability to employ holistic approaches and look at long term solutions.

Selection Criteria

Within the context of the duties described above, the ideal applicant will be someone who has:

1. Demonstrated ability to lead a sales and marketing team. Demonstrated ability to show initiative, work independently, and mentor and coach others. Excellent customer service and customer relationship

management skills.

2. Demonstrated ability to analyse business data and develop a business plan targeted at business development, brand management, positioning community relations and enrolments.
3. Experience in fund raising or an ability to acquire the knowledge and skills to be a successful fundraiser.
4. Ability to utilise digital media and publications to achieve strategic goals. Competent with the Microsoft Office suite of applications, Internet, online content management systems and other software relevant to the role.
5. Ability and willingness to work outside normal business hours when required.

Authorisation

I hereby agree that this Position Description accurately reflects my work requirements.

Employee

Name

Signature

Date

**Principal &
CEO**

Name

Signature

Date