



CATHEDRAL COLLEGE WANGARATTA

A school of The Anglican Schools Commission (Inc.)

Director of Development

The Director of Development will be intricately involved in the life of the College and will have overall strategic and operational responsibility for the development, direction and control of the College's marketing, communications and public relations. Working in partnership with the Principal, Senior Executive and Registrar, the appointee will implement and maintain a marketing strategy that is aligned with the strategic direction of the College in order to drive the recruitment and retention of families and to develop initiatives to respond to the market and engage with the College community through meaningful connections.

The position requires a highly proficient leader who is able to effectively initiate and deliver positive changes and build and align processes, systems and people to achieve exceptional communication outcomes. A key responsibility for this role is to strengthen community relations and provide appropriate positioning and brand development necessary to achieve the College's strategic objectives. A comprehensive understanding of Education would be an advantage with the potential to have a teaching allotment. The Director of Development is a Senior Management position.

Key Responsibilities:

- To provide effective planning, development, implementation and evaluation of marketing strategies to position the School as a leading independent school.
- To engage with the School Registrar in developing marketing and communications as part of the School's Strategic Plan.
- To be aware of contemporary developments in marketing and in social media communications, make recommendations and implement approved processes that are in accord with the Strategic Plan.
- To liaise with the School's parent body, alumni, past staff and relevant community groups to ensure positive engagement with the College.
- To be a visible presence at the various School and community functions / events.

Corporate Identity

- Development and implementation of the School's strategic marketing, communication and publications plan in collaboration with the School Registrar and School Executive
- Manage the School's marketing budget allocation.
- Develop and maintain the School's Standards and Branding Manual.
- Develop and maintain visibility of School leadership, identifying opportunities to profile School staff and students in addition to the School Principal across the media and amongst key stakeholders.
- Develop and implement standards for the School's visual identity across all events including Open Days, School Dinners, Parent Evening, Music Concerts and Public/Special Events.
- Work with associated bodies, such as the Parents and Friends, the Uniform Shop and the local parish, to ensure consistency of service and messaging.

Publications:

- End to end management of all publications and stationery including annual School magazine, newsletters, handbooks and the prospectus.
- Ensuring ongoing and current editorialising of all external communications, publications, webpage content, ensuring quality control, timeliness and cost effectiveness.
- Edit copy and design layout for all marketing, social media, publications, promotional flyers, brochures etc. in keeping with the School guidelines.
- Relationship management of third-party suppliers, including negotiation of services, ie external marketing agents, vendors, printers and mail house.
- Review and identify relevant promotional publications.

Media Relations:

- Develop and nurture strong relationships with media to identify opportunities to maximise positive publicity for the School.
- Keep the School Principal abreast of all media opportunities and developments, positive or otherwise.
- In collaboration with the Principal and Business Manager, develop a media strategy for School advertising.
- In conjunction with the Principal, develop guidelines for School recruitment advertising.
- Write, update and edit content for traditional and digital platforms including the external website.
- Develop high quality written materials including but not limited to e-communications, editorial submissions, media releases, news, coming events, website content, social media content, online guides and listings and other communication materials as required.
- Monitor and communicate media coverage and new editorial/content opportunities.
- Ensure strong relationships are built with local media with specific emphasis on education reporters.
- Establish strong relationships with College staff to source and develop possible media and communication story angles to promote and celebrate the success of the students, staff and school community.
- Generate ideas for social media content and act as moderator for these environments
- Capture photos and video footage of events as required including editing and uploading to the network or other approved digital environments.
- Oversee the College App and streamline communications that are sent out to the broader community.

Public Relations:

- Provide advice, feedback and recommendations to the Executive on matters that may impact on the reputation of the School.
- Develop and nurture positive relationships with a range of stakeholders across the School and broader community.
- Work collaboratively with key constituents including board members, alumni, grandparents, parents, friends, and community members through acknowledgement and relationship-building.
- Plan and implement necessary special events including but not limited to education, cultivation, stewardship events for alumni families, current families, volunteers, prospects, and donors including support for the school and parent association fundraising and "friend-raising" events.
- Be the school representative on the Parents and Friends Committee and ensure that all planned events align with the school's educational ethos and strategic plan.

General:

- As directed, conduct consumer research based on marketing and enrolment for analysis.
- Source information on other Independent Schools for analysis and benchmarking.
- Attend Educate Plus training workshops and encourage networking with other Independent schools.
- Keep abreast of educational pedagogy.
- Assist with the planning, implementation and evaluation of a range of communication strategies for projects and events including, but not limited to, advertisement design, invitations, ticketing and programs.
- Be the central point of contact for all internal stakeholders to provide marketing and public relations support when applicable.
- Attend School functions as required; some are outside regular working hours.
- Assist with School photography on a day-to-day basis and develop an appropriate catalogue system that ensures easy access to a library of images.
- Any other tasks as deemed appropriate.

Qualifications

- Completed tertiary qualification, preferably in marketing and/or communications OR an equivalent level of expertise gained from a combination of education, training and/or experience.

Key Selection Criteria

- Demonstrated experience in developing, implementing and evaluating marketing, communications and public relations activities and promotional events.
- Highly developed IT skills including Microsoft Office Professional, Adobe Suite, InDesign and Photoshop, website content management ie Wordpress.
- Demonstrated outstanding writing, editing and proof-reading skills with strong attention to detail and a creative approach.
- Extensive experience briefing and creating design and managing the collateral process.
- Excellent interpersonal skills with demonstrated ability to build rapport and interact effectively at all levels within the School.
- Ability to work to strict and tight deadlines.
- Experience working as part of a cohesive team, with the added ability to work efficiently and effectively autonomously.
- Exceptional client service.
- Project management skills and experience.
- Proven and successful marketing and communication skills.
- Knowledge of a variety of social media.
- Dependable, flexible, punctual and conscientious, honest, trustworthy and self-motivated.
- A team player who is willing to share knowledge and assistance as well as being open to learning and applying new skills/knowledge.
- Work well under pressure and handle multiple tasks, with strong time management skills.
- Communicate effectively and diplomatically to inspire and coordinate staff and students.
- Good problem solver and decision maker.
- Experience within a School is desirable, but not essential.