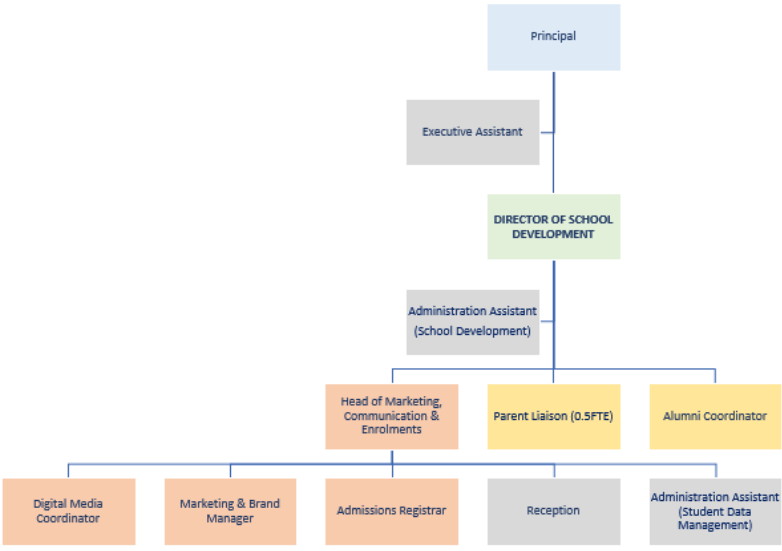


## POSITION DESCRIPTION

POSITION TITLE	<b>DIRECTOR OF SCHOOL DEVELOPMENT &amp; PHILANTHROPY</b>		
REPORTING TO	<b>PRINCIPAL</b>		
DEPT/FUNCTION	<b>EXECUTIVE</b>	LOCATION	<b>BAY VIEW / CHIDLEY</b>

<b>SCHOOL PURPOSE</b>
<b>To provide a vibrant school community that educates and inspires girls for life.</b>

<b>PURPOSE OF POSITION</b>
The Director of Development and Philanthropy is a member of the School Executive with oversight for leading the School's community engagement and philanthropic programs. The role requires a passionate and capable communicator to continue building these relationships, to provide guidance and direction, to lead a team of practitioners and to provide leadership support when required.

<b>REPORTING STRUCTURE</b>	<b>KEY RELATIONSHIPS</b>
 <pre> graph TD     Principal[Principal] --- EA[Executive Assistant]     EA --- DSD[DIRECTOR OF SCHOOL DEVELOPMENT]     DSD --- AA[Administration Assistant (School Development)]     AA --- HMC[Head of Marketing, Communication &amp; Enrolments]     AA --- PL[Parent Liaison (0.5FTE)]     AA --- AC[Alumni Coordinator]     HMC --- DMCD[Digital Media Coordinator]     HMC --- MBM[Marketing &amp; Brand Manager]     HMC --- AR[Admissions Registrar]     PL --- R[Reception]     AC --- ASDM[Administration Assistant (Student Data Management)]     </pre>	<p><b>INTERNAL</b></p> <p>Principal, School Executive, Deans, Staff and Students</p> <p><b>EXTERNAL</b></p> <p>Parents, parent support groups, Alumni, potential donors, publishing houses, media consultants</p>

<b>FINANCIAL ACCOUNTABILITY</b>
This position is responsible for developing and managing the annual departmental and reporting on this during the year.

<b>SELECTION CRITERIA</b>	
<b>ESSENTIAL</b>	
<p><b>QUALIFICATIONS &amp; EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>• Experience in developing a Philanthropy program</li> <li>• A degree in Communications or related field from accredited institutions</li> <li>• Current Working with Children Check &amp; National Police Clearance</li> <li>• Current Drivers Licence</li> <li>• Membership to a relevant professional body (or eligibility)</li> <li>• Over 10 years' experience in communications, marketing and development</li> <li>• Strong experience in creating and nurturing relationships with key stakeholders across a large organisation</li> <li>• Experience in leading small teams</li> <li>• Experience in fundraising</li> </ul>	<p><b>COMPETENCIES</b></p> <ul style="list-style-type: none"> <li>• Results Driven</li> <li>• Excellent Interpersonal Skills</li> <li>• Integrity and Trust</li> <li>• Strategic Agility</li> <li>• Managing Relationships</li> </ul>

*This job description reflects the schools' assignment of essential functions; and nothing in this herein restricts management's right to assign or reassign duties and responsibilities to this job at any time.*

DESIRABLE	
• Experience in an education context	
KEY RESULT AREA	Imbed the School's Purpose, Vision and Values.
KEY ACCOUNTABILITIES	KEY PERFORMANCE INDICATORS
<ul style="list-style-type: none"> <li>• Role model the School's vision and values for students, employees and the broader school community;</li> <li>• Initiate opportunities to create a culture which deals openly with issues, generates alternatives and innovative solutions and contributes to a place where all members of the community can excel and be respected;</li> <li>• Nurture a shared sense of purpose and direction by actively promoting the Vision and creating alignment within and between the campuses;</li> <li>• Demonstrate a passion for learning and how this translates into action;</li> <li>• Represent and promote the school, its values and the strategic agenda in public forums;</li> <li>• Participate in the formulation of the School policy and strategy and its implementation.</li> <li>• Demonstrate a commitment to the Anglican ethos of the school.</li> </ul>	<ul style="list-style-type: none"> <li>• Improved employee engagement</li> <li>• Increasing employee capability</li> <li>• Improved cultural alignment between school, alumni &amp; current &amp; future parents</li> </ul>
KEY RESULT AREA	Execute Strategic Agenda
KEY ACCOUNTABILITIES	KEY PERFORMANCE INDICATORS
<ul style="list-style-type: none"> <li>• Inform the development of the School's Strategic agenda;</li> <li>• Actively collaborate with the School's Executive leadership team to contribute to the School's strategy, balanced scorecard measures, business plans and organisational goals;</li> <li>• Steer the vision through the Development team, communicate the parameters and expectation surrounding the strategy;</li> <li>• Execute the implementation of the Strategic Plan linked to the Development Departments operations;</li> <li>• Develop operational plans to deliver the school strategy for each area of responsibility: Philanthropy, Marketing, Admissions and Community Engagement.</li> <li>• Develop a philanthropic culture amongst the St Hilda's community</li> </ul>	<ul style="list-style-type: none"> <li>• Successful implementation of the strategic initiative of the School Executive</li> <li>• Successful coordination and delivery of operational plans across Departments</li> <li>• Operational plans are professionally written, and progress is monitored &amp; regularly reported</li> </ul>
KEY RESULT AREA	Develop and Deliver a Philanthropic Focus for the School and Foundation
KEY ACCOUNTABILITIES	KEY PERFORMANCE INDICATORS
<ul style="list-style-type: none"> <li>• Develop and successfully carry out the Fundraising Strategy, working closely with the St Hilda's Foundation;</li> <li>• Work closely with Chair of Foundation to create annual budget and projections for approval by Foundation and School Board;</li> <li>• Identify, and build relationships with potential donors;</li> <li>• Secure commitments of donation and/or participation from individuals and corporate donors;</li> <li>• Ensure the effective use of fundraising databases to drive philanthropic giving;</li> <li>• Be familiar with the ATO guidelines regarding tax advantages for different types of contributions by potential donors.</li> </ul>	<ul style="list-style-type: none"> <li>• By Yr3 this position &amp; Department will be 50% funded by philanthropic donations</li> <li>• By Yr5 donations will exceed 100 % of the fund-raising position salaries</li> <li>• 5% Increase in total value of bequests and donations each year from Yr3</li> </ul>

KEY RESULT AREA	Co-ordinate the Schools Admissions Program	
	KEY ACCOUNTABILITIES	KEY PERFORMANCE INDICATORS
	<ul style="list-style-type: none"> <li>• Ensure enrolment numbers enable sustainability of school to meet annual budget forecasts;</li> <li>• Lead Open Days, information evening, tours and trial days to maximise participation and building relationships with prospective families;</li> <li>• Co-ordinate the Scholarship testing program including maximising applicants;</li> <li>• Through effective promotion, facilitating smooth testing processes and ensuring positive parent engagement and transition processes for new families;</li> <li>• Oversee the collection and collation of relevant data to inform enrolment and marketing strategies;</li> <li>• Proactively plan for new markets for enrolments.</li> </ul>	<ul style="list-style-type: none"> <li>• Successful implementation of Admissions plan</li> <li>• Confirmed enrolment numbers for following year by August or preceding year exceeding budget targets</li> </ul>

KEY RESULT AREA	Develop and Deliver the School's Marketing and Communication Program	
	KEY ACCOUNTABILITIES	KEY PERFORMANCE INDICATORS
	<ul style="list-style-type: none"> <li>• Implement a marketing plan (locally and nationally);</li> <li>• Develop and manage the budget for the marketing plan;</li> <li>• Conduct relevant market research on the quality of the School's current practices and future marketing opportunities;</li> <li>• Develop and implement the School's advertising strategy including designing creative and negotiating and evaluating a series of online, print and outdoor advertising campaign;</li> <li>• Manage and monitor compliance with the School's branding strategy and visual style;</li> <li>• Ensure the highest quality communication delivered internally and externally through an attention to detail that aligns with our brand and promotes accuracy, relevance and timeliness. This includes liaising with graphic designers, comprehensive proofreading for grammar, spelling and style and selection of appropriate imagery for all School communication;</li> <li>• Manage staff communication including whole of school communication, between campuses and within each campus; including school website and other social &amp; digital media;</li> <li>• Have a presence within the school community and lead parent engagement at school functions.</li> </ul>	<ul style="list-style-type: none"> <li>• Successful implementation of Marketing plan</li> <li>• Consistent use of Branding strategy and visual style across the school</li> <li>• Strong attendance at School functions</li> </ul>

KEY RESULT AREA	Develop and Deliver the School's Community Engagement Program	
	KEY ACCOUNTABILITIES	KEY PERFORMANCE INDICATORS
	<ul style="list-style-type: none"> <li>• Oversee the engagement with the School's key stakeholders such as the Parent Association and other Parent support groups and the Alumni Association to ensure positive and productive relationships;</li> <li>• Build relationships with our alumni including identifying and overseeing the organisation of events and activities that seek to engage with our past students, parents and staff;</li> <li>• Provide a contact point and information service for all St Hilda's alumni;</li> <li>• Develop and manage partnerships to establish mutually beneficial collaborations with local community organisations which aim to increase our brand awareness and enrolments;</li> <li>• Identify and oversee the execution of community engagement initiatives which aim to increase our participation in local community activities or the participation of local community members in our school initiatives;</li> <li>• Build relationships with local community members to create positive experiences and facilitate information sharing about our offer.</li> </ul>	<ul style="list-style-type: none"> <li>• Successful implementation of Community Engagement plan</li> <li>• Improved survey results indication strengthening alignment between school Alumni, current and prospective parents</li> </ul>

KEY RESULT AREA	Develop Self and Others	
KEY ACCOUNTABILITIES		KEY PERFORMANCE INDICATORS
<ul style="list-style-type: none"> <li>• Provide effective and inspiring leadership by being actively involved in the School</li> <li>• Lead the various teams within the Department to deliver the philanthropic, communications, marketing and enrolment strategies and the day to day operational requirements of the department;</li> <li>• Provide coaching, support and direction to direct reports;</li> <li>• Assist in developing the School's internal capability, including a high-performance culture, identifying talent focused on excellence and improvement;</li> <li>• Develop team and individual performance and development plans, and conduct regular review;</li> <li>• Maintain and demonstrate own learning and professional development in teaching and learning, leadership and other areas.</li> </ul>		<ul style="list-style-type: none"> <li>• Record regular meetings with direct reports</li> <li>• Ensure that direct reports have regular meetings with their reports including yearly performance reviews</li> </ul>

KEY RESULT AREA	Provide a safe environment for students and employees	
KEY ACCOUNTABILITIES		KEY PERFORMANCE INDICATORS
<p><b>Workplace Safety</b></p> <ul style="list-style-type: none"> <li>• Follow School policies and safe working procedures as required;</li> <li>• Ensure adherence to all health and safety regulations by self and team;</li> <li>• Monitor the health, safety, and well-being of work colleagues to ensure they can undertake their work;</li> <li>• Report any equipment or situation that is hazardous or has the potential to affect the health and safety of the St Hilda's workplace;</li> <li>• Participate in workplace WHS inspections/audits, and assisting in the maintenance of WHS facilities, resources, equipment and information.</li> <li>• Comply with purchasing guidelines for health and safety when ordering equipment and Materials.</li> </ul> <p><b>Child Safety Standards</b></p> <ul style="list-style-type: none"> <li>• Ensure adherence to all student safety standards and mandatory reporting requirements;</li> <li>• Attend all training and maintaining compliance with all child safety legislation, standards and regulations;</li> <li>• Complete all mandatory training in timely manner;</li> <li>• Escalate and report all matters related to student safety immediately.</li> </ul>		<ul style="list-style-type: none"> <li>• 100% compliance by the team in mandatory training</li> </ul>

**EMPLOYEE SIGN OFF**

I have read and understand the requirements of this position. I acknowledge that this Position Description document has been designed to indicate the general nature and level of work performed by the incumbent and is not a comprehensive listing of all responsibilities, tasks and outcomes.

NAME		PRINCIPAL	
Signature		Signature	
Date		Date	