



## Role Description

<b>Title:</b>	<b>Public Relations and Foundations Officer</b>	<b>Location:</b>	Toowoomba
<b>Reports to:</b>	Principal	<b>Classification:</b>	School Officer Level 6
<b>School:</b>	St Mary's Collage	<b>Tenure:</b>	Full Time, Fixed Term

### 1.0 Purpose

The Public Relations and Foundations Officer has the task of ensuring connectedness with the wider St Mary's College family and the sustainability of enrolments. The officer provides specialist, marketing, advertising, networking, journalistic and corporate knowledge to ensure the College continues to meet the goals as outlined in the College Strategic Plan.

### 2.0 Experience and qualifications

#### Essential

- Relevant tertiary qualification in Public Relations, Marketing, Journalism, Events Management, Advertising, Corporate Management; and/or a minimum of 5 year's experience in a similar role.
- Demonstrated ability to build and maintain effective relationships, consult and negotiate with and communicate to internal and external stakeholders.
- Well-developed writing skills with the ability to write clearly and succinctly in a variety of communication styles.
- Demonstrated experience working with the Microsoft and Adobe Creative suite of products, preferable inDesign and Lightroom.
- Advanced interpersonal and communication skills.
- Empathy with the values and ethos of the Catholic faith.
- Current '**working with children check**' positive notice issued by Blue Card Services, Department of Justice and Attorney-General, or a willingness to or ability to obtain.

### 3.0 Key result areas

- 3.1 contribute to and promote the development, alignment, attainment and review of the strategic goals for the Diocese of Toowoomba Catholic Schools (TCS)
- 3.2 contribute to and promote continued growth and sustainability of the school through developing policies, procedures and contemporary marketing campaigns to ensure ongoing attraction of student enrolments
- 3.3 collaborates and communicates with key stakeholders and the members of the other directorates within TCS to ensure that high professional standards are met
- 3.4 completes other duties that are directed as needs change or grow if the duties are consistent with the purpose of this position and any relevant legal and/or industrial obligations

## 4.0 Statement of responsibility

While at work the role holder must:

- take reasonable care for his or her own health and safety.
- take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons.
- comply, so far as the role holder is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with the Work Health and Safety Act.
- co-operate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers.

## 5.0 Authority limits

Full authority is delegated from the Principal to the role holder to produce the desired outcomes within the School and the Diocese of Toowoomba Catholic Schools Office policy and guidelines. No authority to commit or expend funds.

## 6.0 Reporting and other relationships

The Public Relations and Foundations Officer reports directly to the Principal at St Mary's College. Other significant relationships exist with Business Manager, Deputy Principal, President of St Mary's Old Boys Association, members of the Toowoomba Catholic Schools Office, the Executive Director and the members of the Executive Leadership Team.

## 7.0 Statement of duties

The information detailed above is an accurate reflection of this role. Attached to this role description is a **duties statement** that covers a selection of activities in which the incumbent might engage. The list is neither prescriptive nor exhaustive.

## Duties Statement

### Public Relations and Foundations Officer

**Please note:** this statement links to the key result areas in the Role Description

#### **3.1 contribute to and promote the development, alignment, attainment and review of strategic goals for the Diocese of Toowoomba Catholic Schools (TCS)**

- 3.1.1 contribute as a member of the College staff to achieve the strategies set out in the Sustainable Resourcing and Stewardship Strategy and the TCS Strategic Plan
- 3.1.2 attend leadership development as appropriate
- 3.1.3 document and report on the progress of initiatives in the Sustainable Resourcing and Stewardship Strategy and the TCS Strategic Plan as required

#### **3.2 contribute to and promote continued growth and sustainability of the school through developing policies, procedures and contemporary marketing campaigns to ensure ongoing attraction of student enrolments**

- 3.2.1 help build positive relationships based on respect and trust and a sense of a shared purpose
- 3.2.2 write and develop quality marketing materials to effectively engage prospective students and parents
- 3.2.3 lead and oversee the development and maintenance of College website and public online presence in all digital media including Facebook, LinkedIn, Twitter, Instagram and other Social Media channels ensuring that content is current, relevant and correct
- 3.2.4 identify newsworthy opportunities and develop news-ready content through writing press releases and articles promoting the College and distributing to various media outlets
- 3.2.5 proactively seek opportunities to promote College news across a range of media channels
- 3.2.6 develop strategies to foster positive and effective relationships and better connect with media outlets and contacts, and various print, graphic design and marketing agencies to promote the College
- 3.2.7 organise and attend community events to effectively engage current parents, Old Boys and prospective families
- 3.2.8 undertake tours of the College and establish relationships with prospective students and families to attract new enrolments to the College
- 3.2.9 identify positive opportunities to promote the College across a range of media channels e.g. print, broadcast and online
- 3.2.10 develop and periodically evaluate the College Marketing Plan to drive growth in enrolments
- 3.2.11 organise promotional material and post publicity for College Old Boy run events.
- 3.2.12 continually review the College's corporate communications to ensure they remain on trend and effective
- 3.2.13 lead the integration of Gospel values and the Edmund Rice ethos in all relevant marketing materials, events and other initiatives
- 3.2.14 lead the development and ongoing evaluation of policy and systems in regard to media, communication, community relations and stakeholder engagement, event management, fundraising and philanthropy, and marketing campaigns by the College to ensure attraction of student enrolments
- 3.2.15 ensure College policy and systems, in particular dealings with the media, are consistent with the policy of the Diocese of Toowoomba Catholic Schools Office
- 3.2.16 manage the development, production and review of publications including the College yearbook, regular College newsletters and a half yearly publication to various stakeholder groups – promoting the College and allegiance to the College

- 3.2.17 manage the ongoing effectiveness and regular review of annual appeals, capital appeals and identify new fundraising initiatives
- 3.2.18 maintain an informative and effective donor data management system and donor acknowledgement procedures to facilitate and enhance donor engagement and ongoing support for the College
- 3.2.19 oversee the organisation of various annual and special events, such as fundraising functions, donor acknowledgement functions, and related events
- 3.2.20 develop a bursary program as supported by St Mary's Old Boys Association
- 3.2.21 create and maintain links with the Old Boys e.g. address, emails, functions and business promotions
- 3.2.22 establish collaborative and positive relationships with internal and external stakeholders to develop and deliver successful Philanthropy and Fundraising Initiatives
- 3.2.23 provide professional Event Management
- 3.2.24 provide leadership to the College Board, Executive Leadership Team and St Mary's Old Boys Foundation through expert and timely advice and support in the development of and reporting on the progress and/or outcomes of College marketing and communication activities
- 3.2.25 build relationships with Old Boys, the current community and new communities to ensure the growth and sustainability of the College through future enrolments

### **3.3 collaborate and communicate with key stakeholders and the members of the other directorates within TCS to ensure that high professional standards are met**

- 3.3.1 Maintain highly functional and collaborative working relationships with colleagues by interacting effectively, contributing to discussions and seeking advice.
- 3.3.2 Understand and accept the contributions of others in a multi-disciplinary and collaborative environment to provide a highly competent and seamless service to TCS.
- 3.3.3 Establish and maintain effective communication networks with stakeholders.
- 3.3.4 Work collaboratively with stakeholders.

### **3.4 complete other duties that are directed as needs change or grow if the duties are consistent with the purpose of this position and any relevant legal and/or industrial obligations.**

- 3.4.1 duties may include the completion of project work that presents itself during the course of the operational and strategic review of the actions associated with the Sustainable Resourcing and Stewardship Strategy or other directorate strategies