



ROLE DESCRIPTION

MARKETING & DEVELOPMENT MANAGER

1. PURPOSE

This role develops and executes brand and marketing strategies to deliver enrolment targets, increase revenue, develop and enhance the College brand and build a strong sense of community spirit across all touchpoints of the customer life cycle.

2. REPORTING RELATIONSHIPS

- Reports directly to Principal
- Direct Reports:
 - Registrar
 - Marketing Coordinator x 3
 - Marketing Communication Specialist
 - Archives and Development Coordinator
- Consultants:
 - Public Relations
 - Website Management
 - Digital Media
 - Advertising
 - Uniform Suppliers
- Key Stakeholder Groups.
 - Parents' Association
 - Foundation Board
 - Old Boys' Union
 - Advisory Council

3. RESPONSIBILITIES

MARKETING & BRAND

- Develop an understanding of customer segments, market, channels, and innovation to identify key insights and challenges.

- Develop and execute the annual marketing and brand strategy with a coordinated focus on marketing, advertising, public relations and events.
- Maintain the brand identity program for the College, including management of the style guide that consolidates the College's image to ensure a high level of recognition.
- Manage the development of new image and video content for social media, website and events.

PUBLIC RELATIONS

- In collaboration with the PR agency, develop the annual proactive publicity strategy and manage all media relations to enhance the College's public image and minimise threats to reputation.
- Under the direction of the CLT, manage the media aspects of the College's Critical Incident Plan and manage all crisis management media requests.
- Provide advice to the College Leadership Team on public relations and marketing implications of College policies, actions and practices.

DIGITAL

- In collaboration with the website agency, continuously seek improvements in UX design and optimise usability, design, navigation to increase on-page conversions.
- Oversee the management of social media pages (Facebook and Instagram).
- Oversee the management of the Waverley College app and provide training for new staff.
- Oversee the management of SchoolBench gallery and facial recognition platform.

ENROLMENTS

- Develop and implement an appropriate strategy to maximise enrolments covering the elements of lead generation, nurture, conversion and retention.
- Oversee the enrolments process from receipt of initial inquiry through to the interview and selection procedures and the extension of approved offers.
- Oversee College Open Days and campus tours and support the planning of Orientation Day.
- Provide data on current and projected enquiry, application, enrolment, demographic information or any statistical data as required.
- Develop promotion strategies for the College's Scholarship program.

PUBLICATIONS & COMMUNICATIONS

- Manage the production of the following publications:

- Weekly Nurrunga Newsletter
- Annual Year Book
- College biannual magazine (Wavelength)
- Prospectus (updated as required)
- Curriculum and Wellbeing Framework Documents

EVENTS

- End-to-end management of Open Days, campus tours and information evenings.
- Support the wellbeing team for the planning and execution of Orientation Day.
- Coordinate key College events and ceremonies, including the Blue and Gold Ball, Giving Day, Welcome Cocktail party, Back to Waverley Day, Careers Night and Masterclass Speaker Series events, and any other event as advised.

ARCHIVES

- Conduct archival research to support internal and external requests for information and ensure all legal requirements for record-keeping are met.
- Celebrate the history of the College by developing content for publications, web and social media.
- Oversee the development of a College museum due to launch in 2023.
- Research requests from alumni & families, community organisations and the public.
- Utilise opportunities to engage students and the community in the history of the College.

DEVELOPMENT

FUNDRAISING

- Develop the College's strategic fundraising plans in collaboration with the College Foundation.
- Assist in maintaining the College's Foundation
 - Building Fund
 - Peter (Percy) Watson Scholarship Fund
 - Aboriginal and Torres Strait Islander Fund
 - Edmund Rice Bursary
 - Bequests Program
- Deliver an annual fundraising campaign and manage fundraising and sponsorship events as required, including the Blue and Gold Ball and Giving Day.
- Identify, pursue and develop new sources of financial support for College programs.

- Ensure the College meets the requirements of all applicable legislation and regulations that impact fundraising and sponsorship activities.

ALUMNI

- Maintain and enhance the College's relationship with the Waverley College Old Boys' Union.
- Develop and manage publications and events.
- Develop and manage Old Boy lists and details.

ADDITIONAL RESPONSIBILITIES

- Develop systems, record keeping, policies & procedures to manage the daily operations of all related activities.
- Prepare and deliver reports, presentations, documentation, correspondence and financial reports as appropriate in a timely and professional manner.
- Ability to work with various stakeholders in the wider Waverley College community.
- Ethical approach to all business dealings and ability to maintain confidentiality at all times.

4. REQUIREMENTS

It is a requirement that the Marketing & Development Manager is loyal to the ethos of the College and the Edmund Rice Charter and will demonstrably enact College Policies and support the Executive and Principal.

Knowledge and experience

- Relevant degree qualifications
- Strategic and operational capabilities; proven experience in developing and managing business initiatives.
- Proven experience in budget formulations, financial management and project management.
- Knowledge of the not-for-profit sector desirable and member of FIA and Educate Plus also advantageous.

Practical and specialist skills

- Ability to initiate and build strong networks within corporate and various community groups.
- Excellent public presentation, written, oral, interpersonal and time management skills.
- A working knowledge of Microsoft Office suite, both PC and Mac operating systems, Adobe Creative Cloud Suite, experience with CRM systems and

- database management.
- Current Working With Children Check
- Mental Health First Aid qualification

Competencies

- **Accountable**
Delivers on commitments, takes responsibility for actions, decisions and outcomes and ensures the same of others.
- **Attention to Detail**
Thoroughness in completing all tasks with high concern for accuracy, quality and doing things properly. Follows established procedures where applicable.
- **Builds Strong Teams**
Assembles a group of people to achieve a common goal and inspires, motivates, and guides them. Consistently develops and sustains cooperative working relationships, encouraging cooperation within groups and fosters commitment, team spirit, pride and trust. Develops others through coaching, mentoring, rewarding, and guiding.
- **Communication**
Exchanges thoughts, opinions, ideas, messages and information through speech, writing or behaviour. Expresses information and ideas clearly and effectively.
- **Compliance Management**
Takes a proactive role in encouraging and ensuring compliance with Waverley College policies including Code of Conduct, Child Protection, Working with Children Checks and WHS.
- **Continuous Improvement**
Increases individual and school effectiveness through a constant focus on increasing quality, standards and outcomes. Ensures work meets or exceeds standards and identifies and implements ways to make role tasks or processes more efficient.
- **Embraces diversity**
Establishes and maintains a motivated and efficient work environment where people of diverse backgrounds are represented, valued and respected.

- **Influencing**
 Ability to create a positive impression with the capacity to impact the actions, behaviours and opinions of others. Presents a persuasive position based on logic, data and the objective merits of a situation and anticipating the feelings, needs and concerns of others.
- **Interpersonal skills**
 Ability to manage relationships and interactions with other individuals or groups. Considers and responds appropriately to the needs, feelings, and capabilities of different people in different situations.
- **Leadership**
 Influencing, directing and motivating the performance of others towards achieving predetermined objectives or following a course of action. Regularly outlines direction for their team that connects to Waverley College's Strategic Plan.
- **Managing Performance**
 Helps others to improve their performance, clarifies expectations of performance and provides constructive feedback for improvement.
- **Results Orientation**
 Knowing what outcomes are important and focus attention/resources on achieving final outcome which aligns to Waverley College Strategic Plan. Ability to see the end picture and perform effectively in the role to deliver outcomes.
- **Teamwork**
 Willingness to participate as a member of a group that shares a common interest working together co-operatively and productively to achieve results. Effective contributor that interacts within the group and participates in activities.