



Development Office Opportunities - Development Manager

Parade College is a member of the national body of Catholic schools known as Edmund Rice Education Australia (EREA). The College aims to help young men grow into well-rounded individuals who will make a meaningful contribution to society. In a vibrant learning community, students are encouraged to explore and develop their talents to the fullest and aim for excellence in all their endeavours.

As a long-standing Catholic school for boys in the Edmund Rice tradition, Parade College strives to be a learning community that offers best practice education and pastoral care to its students to foster fullness of life and holistic growth for all.

Applications are invited for the following exciting opportunities within the newly formed Development Office at the College:

- **Development Manager**
- **Enrolment Officer**

The Development Office will support the mission, vision and values of the College community, by promotion of the College's aspirations and achievements through: marketing and communications; enrolments; development and fundraising; the community database; and engagement across community stakeholders and groups.

Through the Development Manager, the Development Office will be responsible for the promotion of the College in a high-quality and positive manner through:

- Production of advertising, print, collateral and merchandise;
- Maintenance of College brand;
- Management of our digital and social media presence; and
- Management of major events.

The Development Office also has a vital role in the operation of the College with overall responsibility for:

- the enrolment procedures and achieving the enrolment targets set by the College Executive;
- the development and implementation of student recruitment and retention strategies that maximise and maintain enrolments in all areas of the College; and
- promotion of the College to the wider community and assisting families in helping them decide that Parade College is their school of choice.

The ideal candidates are suitably qualified and/or experienced, customer focused professionals with sound experience in a similar role, known for their friendly and polite demeanour, attention to detail, execution and energy. The successful candidates will be innovative, highly organised and can effectively manage multiple priorities in a dynamic, fast paced environment. Impeccable communication skills assure the successful candidates will have confidence when dealing with internal and external stakeholders.

All Staff are expected to support and participate in the faith life of the College, including commitment to the College's Mission, ethos, and participate in ongoing professional development and learning.

Application Requirements

In preparing an application, please read the advertisement and position description carefully to ensure that you can demonstrate your ability to meet the position requirements and have a solid understanding of the role.

Applications must include:

- a **covering letter**
- a separate statement addressing the **Key Selection Criteria** addressing your skills, qualifications and experience relevant to the role
- a current **Curriculum Vitae**; together with
- a completed **Application for School Officer** form available on the College website.

Applications should be emailed to hr@parade.vic.edu.au, and addressed to the Principal.

Applications close at 4pm, Friday 21 May 2021.

Parade College acknowledges Aboriginal and Torres Strait Islander peoples as the traditional custodians of the lands where we live, learn and work.

This community is committed to the safety, wellbeing and protection of all children in our care.



PARADE COLLEGE

POSITION DESCRIPTION

Position Title	Development Manager
Reports To	Deputy Principal

PRIMARY PURPOSE OF POSITION

The Development Manager supports the mission, vision and values of the College community, by promotion of the College aspirations and achievements. The Development Manager supports and models the College's values and ethos when dealing with stakeholders. They serve as outstanding ambassadors of the College, willingly promoting its policies and exemplifying its standards.

The Development Manager is responsible for the strategic direction and operations of the College's Development Office: including marketing and communications; enrolments; development and fundraising; the community database; and engagement across community stakeholders and groups. The Development Manager will build positive relationships within the College community.

The Development Manager oversees the College portrayal in a high-quality and positive manner through:

- Production of advertising, print, collateral and merchandise
- Maintenance of College brand
- Management of our digital and social media presence, and
- Management of major events.

The Development Manager has a vital role in the operation of the College with overall responsibility for the enrolment procedures and achieving the enrolment targets set by the College Executive. The Development Manager supports the College Executive through the development and implementation of student recruitment and retention strategies that maximise and maintain enrolments in all areas of the College. They promote the School to the wider community and assist families in helping them decide that Parade College is their school of choice.

The Development Manager at Parade College is the first point of contact for prospective students and parents. The Development Manager leads and oversees the enrolment and parent/student induction processes at the College, and manages the implementation of the College enrolment policy processes as they relate to all student admissions. The role enhances the Catholic Identity of Parade College and its tradition and heritage, ensuring a positive impact on the quality of school life.

The Development Manager manages and leads the Development Office staff and works collaboratively with team members, staff and members of the wider community to ensure effective and efficient promotion of the College.

STATEMENT OF DUTIES

Development and Communications	<ul style="list-style-type: none">• Develop and oversee the overall College marketing and communications strategies.• Develop a strategic framework for maintaining a current and effective social media presence.• Develop and coordinate the implementation of a comprehensive primary school liaison program.
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	<ul style="list-style-type: none"> • Ownership of College website; ensures it is frequently refreshed and that up-to-date news and information is posted. • Align open college events/college experiences, planning and communication with parent expectations and College brand strengths • Oversee all activity with regards to scheduling, preparation and co-ordination of major College events including: <ul style="list-style-type: none"> ➢ All Open College Events ➢ Primary school engagement events ➢ Opening of new facilities • Manage the College’s social media profiles (Facebook, LinkedIn, Twitter), creating an annual roadmap of communications, and regularly positing, tweeting, etc. Oversee comments, stories and posts that impact on or mention the College directly and take appropriate actions where needed. • Attend all major College events where required – a number of these occur out of hours. • Manage content for the fortnightly newsletter, provide stories, photos, links, and other notable promotional material. • Ensure and arrange photographs are taken at College events, or of the property, of staff and students, for promotional material.
<p>Student Enrolments</p>	<p>Responsibility for the induction of new students by:</p> <ul style="list-style-type: none"> • Being the first contact point for enrolment applicants. • Ensure smooth transition processes for new students, including the collection and dissemination of student learning needs. • Manage the administration of enrolment process. • Coordinate and manage the enrolment interview process. • Manage the organisation of College tours, ensuring the provision of informative, engaging tours of the College for prospective students and families. • Conduct Primary School Visits. • Liaising with feeder schools regarding enrolment policy and processes • scheduling enrolment interviews by liaising with relevant Leadership Team members. • Liaising with the Principal and Business Manager regarding families who may have identified financial difficulties related to the payment of fees. • Ensuring compliance regarding any special needs, medical conditions, court orders, immigration or visa regulations in new enrolments. • Managing the data quality in student databases for all students at the College. • Collaborating with the relevant College Leaders to foster ways to support the transition of new families to the College. • Collaborating with the relevant College Leaders to coordinate arrangements and preparations for: <ul style="list-style-type: none"> – welcome, interview and transition evenings – visits to feeder primary schools – College tours – Open Day – Exiting students • Developing, reviewing and refining enrolment documentation and forms to ensure accurate details for: <ul style="list-style-type: none"> – online enrolment forms – uniform forms – transition forms – letters of acceptance – transfer forms • Coordinating the scholarship program, including liaison with College Leadership, presenting reports and communicating with applicants.

	<ul style="list-style-type: none"> • Oversee and analyse trends regarding student movement and future enrolment issues including: <ul style="list-style-type: none"> ➢ Maintain long-term projections on student numbers in primary schools in the College catchment area. ➢ Conduct market research surveys and analysis on Parade College as a school of choice or non-choice ➢ Provide regular updates on enrolment trends and forecasts to the Principal and Leadership Team
Database and System Management	<ul style="list-style-type: none"> • Coordinating the preparation of Census reporting, statistical data and information to Catholic Education Melbourne and government departments. Victoria State Government Education and Training – reporting of early leavers. • Manage the update and maintenance of the College student database. Manage data requests and surveys as required by Melbourne Archdiocese Catholic Schools and Catholic Education Commission of Victoria. • Manage the Enrolment section on the College Website. • Investigate and interpret data to identify trends of student enrolments/departures and enquiry conversion.
Community Engagement	<ul style="list-style-type: none"> • Build meaningful and mutually beneficial relationships with all feeder primary schools, ensuring regular contact with Principals and other key staff • Ensure a welcoming environment for prospective parents, including liaising with staff and students to achieve a whole of College approach to how the College engages with prospective families. • Supporting and encouraging ongoing communication and engagement activities with prospective parents to maintain contact throughout the enrolment process.
Administration	<ul style="list-style-type: none"> • Managing the day-to-day work flow of the Development office. • Contribute to the development and maintenance of the College’s administrative systems and procedures to ensure efficiency and effectiveness, in particular related to enrolment procedures. • Applying the College’s Privacy Policy and Australian Privacy Principles in ensuring measures are employed to maintain the strictest level of confidentiality. • Be responsible for all activity with regards to developing and preparing the annual budget • Other duties as directed by the Principal and/or Deputy Principal.

POSITION REQUIREMENTS	
Qualities required	<ul style="list-style-type: none"> • A friendly, positive, polite and helpful work manner. • Proven ability to deliver exceptional customer service and build strong relationships. • Personal sense of initiative, enthusiasm and high energy. • Sound communication and interpersonal skills to build relationships with key stakeholders. • Excellent organisational skills, planning, and investigative capabilities. • The highest level of loyalty and discretion, and the capacity to maintain the strictest levels of confidentiality.
Child Safety	<ul style="list-style-type: none"> • Be a suitable person to engage in child-connected work • Be experienced in working with children • A demonstrated understanding of child safety • A demonstrated understanding of appropriate behaviours when engaging with children • A sound knowledge of legal obligations relating to child safety under Ministerial Order No. 870 Child Safe Standards,

	<ul style="list-style-type: none"> • Working familiarity with Child Safe requirements and expectations of CEM PROTECT, EREA and VRQA • A demonstrated understanding of and commitment to Child Safety protocols, codes of conduct and to ensuring Parade College is a Child Safe School
Selection Criteria	<p>The qualifications, experience, and skills required for the position ideally include:</p> <ol style="list-style-type: none"> 1. Support and participation in the faith life of Parade College including commitment to the Mission Statement, ethos of the College, Charter of Edmund Rice Education Australia and personal faith formation. 2. Tertiary or post-secondary qualification in marketing and communication, or equivalent experience, which provides a range of skills in areas of communication, public relations and marketing. 3. Demonstrable experience and success in developing and/or maintaining a comprehensive marketing program within a Secondary College environment. 4. Sound communication and interpersonal skills to build strong relationships with key stakeholders, demonstrating the highest level of loyalty and discretion, and the capacity to maintain the strictest levels of confidentiality. 5. Well-developed interpersonal skills including organisation and communication, with a proven ability to manage a team as well as work effectively, independently and collaboratively. 6. Demonstrated strong problem-solving, analytical and reporting skills. 7. Excellent skills in the use of Microsoft Office Software, as well a demonstrated experience in the Adobe Suite, and data management and analysis. Experience with a school database management system and/or learning management system i.e. Synergetic, SIMON or similar, considered an advantage. 8. Commitment to ongoing professional learning.

TERMS AND CONDITIONS	
<ul style="list-style-type: none"> • Terms and conditions for this position are as outlined in the <i>Victorian Catholic Education Multi Enterprise Agreement 2018</i> for Education Support Officers. Salary is set out in the Agreement according to qualification, skills, and experience. <i>(The expected salary for this position will range between \$91,000 to \$113,000)</i> • The position is a full-time ongoing position. • The position attracts four weeks' annual leave. • The position reports to the Deputy Principal and will need to be available to the Deputy Principal during specified periods leading up to the commencement of school and after school finishes/school holiday periods. • This position will require the Development Manager, from time-to-time to work outside the regular School hours to attend meetings, events, interviews and functions. Attendance at Open Day is compulsory. Availability and a high degree of flexibility to respond to peak work periods is essential. • College staff are expected to support the faith life of Parade College, including commitment to the Mission Statement, ethos of the College, Charter of Edmund Rice Education Australia and personal faith formation. • The successful applicant would require a commitment to ongoing professional learning. The position requires the completion of an Annual Review Meeting. • All employees at Parade College are to follow College policies and procedures, including the Occupational Health and Safety Act 2004 and Equal Opportunity Act. • Parade College is fully committed to the protection of children. The successful applicant will be expected to satisfy child protection screening and adhere to the School's Childs Protection Policies. 	