



POSITION DESCRIPTION: DIRECTOR OF DEVELOPMENT

Position title	Director of Development
Responsible to	Principal
Conditions of Employment	<i>NSW Catholic Independent Schools (Support Staff – Model B) Multi-Enterprise Agreement 2020</i>
Status	Permanent, Full-time

St Mary Star of the Sea College is a Catholic Girls' Secondary School in the Good Samaritan tradition, which recognises and respects the dignity and individuality of each person within our multicultural community. We strive to develop each student's capabilities through a variety of high-quality learning experiences while promoting the freedom and love of learning. All members of staff have a responsibility to foster in their students and in their colleagues the rich tradition of Catholic values and education in the Good Samaritan/Benedictine tradition.

As a community of faith, Good Samaritan Education (GSE) is deeply rooted in the Benedictine spirituality gifted to us by the Congregation of the Sisters of the Good Samaritan. The Rule of Benedict, written over 1500 years ago and lived by the Sisters for over 150 years in Australia, underpins GSE's commitment to the ministry of Catholic education. This commitment is further inspired by the Parable of the Good Samaritan (Luke 10:25-27) and gives witness through the engagement of the schools with the ministries and works of the sisters.

As a member of Good Samaritan Education, St Mary Star of the Sea College continues to be guided by the Good Samaritan Philosophy of Education and shaped by its commitment to the values of our spiritual tradition, including stewardship, mutuality, prayer, hospitality, humility, discernment, justice and peace.

All roles within the College reflect an understanding of the policies which govern the administration and structures of College management, including Care and Protection of Students, Crisis Management and Privacy. It is an expectation that all members of staff, while acknowledging the authority and responsibility of middle management and the Executive, would work together cooperatively at all times to achieve the best outcomes for all members of this Good Samaritan College community.

POSITION OBJECTIVE

To develop and manage the College's brand, communications, media and marketing strategies to support the strategic priorities, advancing the mission of the College and ensuring continual growth and improvement.

MAJOR ACCOUNTABILITIES

Event Management and Fundraising

- Plan, manage, coordinate and promote events that enhance the image of the College, increase its profile within the community and support the promotion of enrolments and community engagement.
- Review and evaluate customer experience of existing events and develop improvement strategies to increase attendance and engagement.
- Provide expertise, guidance and support to College staff in the planning and preparation of internal events.
- Work closely with the Principal to develop, implement and review the College fundraising strategy.
- Innovate, manage and deliver fundraising events, initiatives and products in line with the College's fundraising strategy.
- Develop and coordinate fundraising activities that enhance the image of the College and contribute to achieving the strategic goals of event fundraising.
- Review, evaluate and report on the effectiveness of individual fundraising initiatives and events.
- Track and report regular progress updates on the delivery of specific fundraising targets against the overall fundraising strategy for events.
- Maintain knowledge manual documents for each event.

Marketing and Communication

- Promote the College in contemporary and innovative ways, through personal relationships and via print and electronic communication to both the wider community as well as current stakeholders and existing donors.
- Initiate and continually foster strong links with the local community, working closely with members of staff to ensure that the reputation and perception of the school is maintained and enhanced.
- Work closely with the Principal to develop and implement a public relations and advertising strategy including annual plans.
- Develop a social media strategy and actively manage the College's social media presence.
- Maintain the College website ensuring a contemporary and dynamic web presence that effectively promotes the College's development goals and objectives.
- Establish and nurture strong and effective networks across the organisation and externally to support the strategic development initiatives of the College
- Identify opportunities where the College may be promoted in electronic and print form within the Organisation and with the extended Community.
- Design, edit and oversee the production of all major publications
- Monitor the Independent and Catholic school marketplace, producing regular reports on trends, opportunities and threats to inform strategies and programs.
- Assist and liaise with the Parents and Friends Association, including communication of significant events, and attend the Association's major social and fundraising activities.
- Facilitate the preparation and publication of appropriate brochures and publications when required.
- Concept design, generation and implementation of key print and electronic communication pieces, including event invitations and announcements.

Operational Management

- Prepare the annual Strategic Development Plan for the Development Program.
- Lead the preparation and management of the annual Marketing and Development Budget.
- Work collaboratively to promote operational efficiencies and improvements within the Marketing and Development Program
- Oversee the efficacy and integrity of infrastructure for fundraising.
- Establish and maintain streamlined processes that minimise the cost base and improve efficiency and productivity of fundraising efforts.
- Manage and control Program resources and expenditure within agreed budget.
- Prepare financial projections and analysis of all development and fundraising activities.
- Ensure sound administration and maintenance of external provider and donor databases in accordance with College policies and procedures, especially privacy and confidentiality of donors.

KEY COMMUNICATIONS

- Reports to the Principal
- Works closely with the College Executive Team and Director of Admissions, Marketing and Alumnae
- This position is required to develop positive and effective working relationships with community partners, committees, media and external agencies.

ESSENTIAL CRITERIA

- Demonstrated experience in the design, planning and execution of successful large-scale fundraising initiatives raising between \$50k - \$250k
- Demonstrated experience leading and executing successful marketing campaigns and brand strategy with sophisticated understanding of marketing channels and platforms.
- Commercial acumen including effective budget management capability and experience.
- Exceptional work ethic with the ability to manage competing priorities, maintaining a high degree of professionalism at all times.
- Ability to be agile and work collaboratively.
- Exceptional stakeholder engagement skills with the ability to build and maintain rapport quickly.

Applications close Thursday 28 October, 5pm.

TO APPLY: Please submit the following to employment@stmarys.nsw.edu.au

1. Completed application form (Admin and Non-Teaching Staff)
2. Current CV and
3. Covering letter (1-2 pages) outlining your interest in the role and how your skills and experience meet the essential criteria