

HEAD OF COMMUNITY RELATIONS

REPORTING TO:	Principal
APPOINTMENT:	Permanent, part-time
CLASSIFICATION:	PVCC Enterprise Agreement 2020

ABOUT THE COLLEGE

Plenty Valley Christian College is a Kinder to Year 12, coeducational Christian College of approximately 820 students. We are one College with four sub-schools, Kindergarten, Primary Years, Middle Years and Senior Years.

The College is set in a beautiful rural area with spectacular views to the ranges. Plenty Valley is committed to developing high quality effective Christian education and is an active member of a national network of Christian schools in Australia known as Christian Education National. We are committed to the establishment of a close partnership with parents in the education of their children. Our aim is to offer quality education with a fully integrated Christian worldview, develop a strong sense of community amongst the students, parents and staff with every staff member playing a role in the pastoral care of the students.

THE PERSON (KEY SELECTION CRITERIA)

Staff at Plenty Valley Christian College are selected based on outstanding professional and personal qualities. Expectations include:

- A commitment to a relationship of faith and obedience to God, lived out both in personal and communal aspects of life – this would be evidenced by a clear understanding and acceptance of the redemptive work of Christ, a commitment to private and corporate prayer and Bible study, and regular involvement with a Christian church, community or fellowship group.
- The ability to model the values and character qualities of biblical Christianity within the school community in line with the College's Statement of Faith and practice.
- A demonstration of high standards of personal presentation, organisation, communication with other staff and parents, and in embodying the ethos and practices of the College.
- A clear sense of calling and desire to fully embrace working within a Christian environment.
- Demonstrated community and customer focus attributes, including the ability to respond promptly and courteously to a diverse range of service needs in a helpful manner.
- Able to work independently and as part of a close-knit team.
- Able to demonstrate initiative and have a solution focused mindset.
- Ability to manage time and prioritise tasks to achieve set outcomes
- Demonstrated knowledge of computer skills, including Windows, Microsoft Office, internet and email and be eager to learn other office software.
- Ability to provide information to a culturally diverse public.
- Current working with children check (mandatory).

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- A strong commitment to developing and maintaining a Child Safe culture within the college.

PRIMARY PURPOSE

To facilitate communication of the College's vision and philosophy to prospective parents and students, the internal community, the geographic and extended community.

To build loyalty, enthusiasm, commitment, and a spirit of giving amongst the parent body and wider College community.

To promote and market the College and its activities.

Responsibility for the implementation of relevant areas of the CRAMP.

REPORTING RELATIONSHIPS

Reporting to the Principal.

GENERALLY RESPONSIBLE FOR:

- Modelling Christian leadership and promoting the College and Christian education.
- Marketing and promotion of the College.
- Oversight of external and selected internal College publications.
- Developing and maintaining Community Relations Programs.
- Input/planning/oversight of whole College community events.
- Development and maintenance of an Alumni Program.
- Coordination of Community Relations Team.

CHARACTERISTICS:

- Good understanding of and commitment to the vision and philosophy of the College.
- Strong communication skills, both written and verbal.
- Good organisational ability.
- Computer literacy with experience in word-processing, spreadsheets and use of databases.
- A high standard of personal presentation and integrity.
- Displays initiative, common sense and the ability to problem solve.
- Excellent interpersonal skills including relationship-building skills

SPECIFIC DUTIES:

Specific duties include any or all of the following:

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1. Community Relations:

- 1.1 Build loyalty, enthusiasm, commitment and a spirit of giving amongst the parent body and wider College community.
- 1.2 Build a team of parents to assist in the work of communicating the College mission and philosophy.
- 1.3 Attend appropriate College functions to interact with parents and the wider community, to provide feedback to the Principal and to welcome and assist parents.
- 1.4 Support the Primary and Secondary Senate groups and encourage their ownership and participation in community events.

2. Marketing and promotion:

- 2.1 Develop and coordinate activities that will communicate the College's vision and philosophy amongst the parent body and wider College community.
- 2.2 Liaise with graphic artist to produce promotional material in print and electronic format e.g. prospectus, brochures, Open Day flyer enrolment and marketing advertisements.
- 2.3 Develop and co-ordinate all promotional signage.
- 2.4 Oversee/design and maintain the website, liaising with the website developers.
- 2.5 Liaise with Digital Marketers to grow and maintain online presence, including SEO and other analytics that promote College enrolments.
- 2.6 Co-ordinate/keep a photographic/electronic record of the College and related events to aid promotion.
- 2.7 Liaise with the Business Manager to maintain a consistent overall image in the College grounds and buildings.
- 2.8 Co-ordinate Open Days.
- 2.9 Maintain links with local media to aid the promotion of the College and its mission and philosophy.
- 2.10 Maintain and strengthen links with churches in the College's drawing area.
- 2.11 Manage within the annual budget for Community Relations including Marketing and Promotions.
- 2.12 Oversee College social media pages.

3. Publications:

- 3.1 Oversee the production of all newsletters, handbooks etc. and ensure a consistent overall image.
- 3.2 Oversee the production of orientation information for new students and their families.
- 3.3 Oversee production of the College magazine.

4. Events:

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4.1 Oversight, planning and promotion of whole College or large community functions/events.

4.2 Co-ordinate orientation program for new students and their families.

5. Tours, enrolment & engagement of new families:

5.1 Conduct College tours with new and prospective families.

5.2 Connecting with all new families personally during their first year at the College.

5.3 Follow up start of year issues for new families.

5.4 Encouragement of new families into the life of the College.

5.5 Assist families to access other College engagement and support structures.

6. Other:

6.1 Keep archival records of College community events.

6.2 Participate on appropriate committees for the College.

6.3 Make recommendations to the Principal and Executive regarding the potential community reactions to new initiatives.

6.4 Report to company meetings about recent activities and highlights.

6.4 Ensure the Board and Company have a positive profile amongst the parents and staff.

6.5 Other tasks as directed by the Principal.

OTHER DUTIES

It should be noted that this position description is not exhaustive and the Principal may, at their discretion, vary the responsibilities as operational situations, consistent with this position change.

COMPLIANCE RESPONSIBILITIES

All staff are required to comply with all policies, procedures and requirements for:

Risk management – report identified hazards that may pose a risk to employees or the public, and/or may give rise to an insurance claim, taking into consideration the risk for safety, security, vandalism, burglary/theft and fire/arson.

Occupational health and safety – take reasonable care to protect their own health and safety and the health and safety of others in the workplace – it is a requirement to immediately report any incidents, hazards or near misses to the relevant supervisor and actively participate in hazard elimination where required.

Equal opportunity – undertake work and activities in a manner that ensures the workplace is free from harassment, bullying behaviour and discrimination.

Code of conduct and dress code – comply with all standards.

Position description

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The terms, conditions and other obligations of your employment are covered under the Plenty Valley Christian College Enterprise Agreement 2020.

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POSITION ACCEPTANCE

I accept the position description as stated above, and that it may need amending and updating periodically due to changes in responsibilities and organisational requirements. Changes to position descriptions will be in accordance with the position classification and consistent with the purpose for which the position was established.

Incumbent:

Name _____

Signature _____ **Date** ___/___/_____

Manager

Name _____

Signature _____ **Date** ___/___/_____