

POSITION DESCRIPTION

Head of Development

POSITION	Head of Development
RESPONSIBLE TO	The Director Business and Advancement
EMPLOYMENT TERMS	<ul style="list-style-type: none"> • Employment is in accordance with terms and conditions as outlined in the Victorian Catholic Education Multi-Employer Agreement (VCEMEA 2018) • Remuneration is in accordance with the VCEMEA 2018 and dependent on skills and experience
PREPARED BY	Director Business Services and Advancement Human Resources Manager
ISSUE: 1	DATE: October 2023

All staff members of Siena College are expected to support and promote the College mission. Siena College, a Catholic secondary school in the Dominican tradition, engages young women in a challenging education that empowers them with the personal resources to make a difference in the world, by searching for truth through a culture of lifelong learning.

The College has a universal expectation for the protection of the young women in its care and is committed to ensuring that all staff promote the inherent dignity and fundamental right of students to be respected and nurtured in a safe school environment. This commitment is drawn from and inherent to the teaching and mission of Jesus Christ, with love, justice and the sanctity of each human person at the heart of the Gospel. The College has a zero tolerance of all forms of child abuse and actively works to listen to and empower students. The College has policies and processes in place to protect students from abuse and takes all allegations and concerns seriously and responds in line with the organisation's policies and procedures.

The Head of Development leads a team of staff in the Development Office. The Development Office was established to bring together all activities which impact on the College's relationships with its external community and includes, major events, advertising, public, community and media relations and student recruitment. An integrated approach to these activities is required to ensure that the wider community understands and supports the College's Mission. The Head of Development works collaboratively with other team members, and staff to ensure effective and efficient promotion of the College.

The Head of Development reports to the Director of Business Services and Advancement. In collaboration with the Principal, College Board, Director of Business Services and Advancement, the Head of Development is responsible for the strategic direction and operations of the College's Development Office. Including admissions, marketing, alumnae, archives, and reception. The Head of Development will strategically bring these departments together, whilst capitalising on opportunities to innovate, enhance and drive key efficiencies. The development of positive, lasting relationships with stakeholders is a key aspect of this position.

The Head of Development is expected to demonstrate a comprehensive knowledge and understanding of the College's mission, vision, and values; history and traditions; teaching and



POSITION DESCRIPTION

Head of Development

learning programs; co-curricular programs and facilities, communicating these to prospective parents and students in a positive way. The Head of Development promotes the philosophy of the College as outlined in the Mission Statement.

1. Leadership and Management of Development Team

- 1.1. Manage and lead the Development Team: Alumnae and Community Relations Coordinator, Archivist, Head of Admissions, Marketing Manager, Publications and Content Coordinator, Receptionists, Events Manager and Photographer.
- 1.2. Assist the Director of Business Services and Advancement to develop and oversee the Development Strategic Plan.
- 1.3. Develop and implement policy and procedures relating to the areas of activity which are the responsibility of the Development Team
- 1.4. Manage the development budget and liaise with the Director Business and Advancement and Head of Finance to prepare the annual budget
- 1.5. Oversee all aspects of the enrolments process including the integrity of the enrolments tracker
- 1.6. Conduct regular reviews of Development Office activities
- 1.7. Prepare reports regularly for the College Leadership and the Board.
- 1.8. Support the Alumnae and Community Relations Coordinator by attending parent and alumnae association meetings and community events as required

2. Affiliate Relationships

- 2.1. Oversee relations with College affiliate groups including the Siena Parents' Association (SPA), and the Alumnae Association to support the Alumnae and Community Relations Coordinator
- 2.2. Oversee management of the Siena Parents' Association, including uniform shop, and implement strategies to build closer relations with current parents
- 2.3. Oversee Alumnae and Community Relations Coordinator with management of the alumnae community, including:
 - Management and maintenance of alumnae database
 - Development and maintenance of interactive alumnae portal
 - Initiation and organization of alumnae events and reunions
 - Overseeing dissemination of information to alumnae through website, social media, alumnae platforms and newsletters/magazines.

POSITION DESCRIPTION

Head of Development

3. Marketing, Brand Management and Publications/Content

- 3.1. Oversee preparation of annual marketing plan and ensure alignment with Development Strategy
- 3.2. Work with Marketing Manager to conduct and source market research to evaluate community perceptions of the College
- 3.3. Provide reports to the Director Business Services and Advancement regarding marketing strategies and success.
- 3.4. Support the Marketing Manager and Publications and Content Coordinator in their preparation of all publications and web/social media content.
- 3.5. Support the Head of Admissions for Open Mornings, Tours, and primary school visits including marketing admission events.
- 3.6. In collaboration with the Head of Admissions drive the demographics modelling program and provide termly reports to the Principal and Director of Business Services and Advancement.

4. Communications and Public Relations

- 4.0. In collaboration with the Director Business Services and Advancement, act as Communications Officer for the College for critical incidents as directed by the Principal
- 4.1. Act as the media communications officer for all media related enquiries. Prepare all communications and media releases for media on behalf of the Principal
- 4.2. Create and prepare award submissions with relevant and engaging content
- 4.3. Prepare written communications as required for community
- 4.4. Ensure articulation of the College Mission, Vision, Values and that the desired image and position of the College is consistent and communicated to all constituencies both internal and external
- 4.5. Roll out of the Communications Style Guide to all positions of leadership and administration within the College and ensure new staff are informed as positions change
- 4.6. Assist the Principal as shadow writer for articles and presentations as needed
- 4.7. Prepare an annual Communications Plan for inclusion in the Development Strategy

5. Admissions

- 5.0. Oversee enrolments process in alignment with the College Strategic Plan and as an integrated marketing activity
 - 5.1. Support the Head of Admissions in the development and implementation of strategically planned priorities and policy relating to the Enrolments Program.
-

POSITION DESCRIPTION

Head of Development

6. Archives

- 6.0. Oversee the College archivist in collecting and conserving archival materials and preserving the College history and tradition.

7. General accountabilities for all Staff

- 7.1. Demonstrate duty of care to students in relation to their wellbeing
- 7.2. Be well informed and comply with College obligations in relation to Child Safe Standards and processes for reporting suspected abuse
- 7.3. Adhere to the College professional dress code for staff
- 7.4. Attend all relevant staff meetings, assemblies, College masses, community days and staff professional learning days
- 7.5. Demonstrate professional and collegial relationships with colleagues
- 7.6. Commit to and actively support the College agenda for continuous improvement through participation in school improvement planning as required
- 7.7. Demonstrate alignment and support for the Catholic and Dominican ethos of the College
- 7.8. Support the Mission, Vision and Values of the College as articulated in the Strategic Plan
- 7.9. Be familiar with and comply with all College policies and procedures
- 7.10. Other duties as requested by the Principal and the Director of Development and Community Relations

8. Professional Development

- 8.1. Be a member of Educate Plus.
- 8.2. Undertake professional development as required as directed by Director Business Services and Advancement

9. Personal Requirements/Competencies

- 9.1. Alignment with College values
- 9.2. Be a competent Synergetic Database user
- 9.3. Advance skills in Microsoft Office and Adobe Creative Suite including InDesign, Photoshop and Illustrator Ability to create artwork across all platforms, print and digital
- 9.4. Highly developed oral and written communication skills
- 9.5. Highly component in the use of CMS software



POSITION DESCRIPTION

Head of Development

- 9.6. Demonstrate exceptional attention to detail and be able to work quickly and accurately following defined guidelines
- 9.7. Ability to multitask and maintain high work standards with minimal supervision
- 9.8. High level of professional personal presentation
- 9.9. Enthusiastic and highly motivated to contribute
- 9.10. Operate effectively in a team environment
- 9.11. Flexible and operate effectively in a changing environment
- 9.12. Willingness to work at afterhours functions
- 9.13. Working with Children Check and National Police Record Check for Victoria