



ST JOSEPH'S COLLEGE

HUNTERS HILL

Director of Advancement

Schedule A – Role Description

1. PURPOSE

- 1.1. The Director of Advancement is a member of the College Leadership Team with the delegated responsibility for the overall leadership and management of educational advancement, including community relations, communications, enrolments, marketing, fundraising and archives in the College, the leadership and management of St Joseph's College Foundation Ltd and the Foundation's philanthropic endeavours.
- 1.2. The Director of Advancement may be a member of the College, the Scholarships and Bursaries Committee, various standing committees of SJC Foundation Ltd and other such committees as may be deemed necessary by the Headmaster and/or the Chair of SJC Foundation.
- 1.3. The Director of Advancement leads the Advancement Team and chairs team meetings. He/she is assisted by Philanthropy Manager, Marketing and Communications Manager, Admissions Manager, Community Relations Manager, Archivists and various assistants.
- 1.4. The Director of Advancement will work collaboratively in initiating and overseeing projects that facilitate best practice in educational advancement and in each of the areas of responsibility identified above.
- 1.5. The Director of Advancement will be accountable for the implementation of policy frameworks and procedures, in line with the strategic directions of the College and the Foundation, which have as their main objective excellence in educational advancement and the philanthropic endeavours of a Catholic school in the Marist tradition.

2. RESPONSIBILITY:

The Director of Advancement is directly responsible to the:

- 2.1. Headmaster for all relevant College matters;
- 2.2. Chair of SJC Foundation for all matters relevant to the operations and management of SJC Foundation Ltd.

3. ROLE ACCOUNTABILITY

The Director of Advancement will show leadership in the following areas:

3.1. Spiritual/Cultural Leadership:

This kind of leadership will be demonstrated by:

- 3.1.1. Encouraging a sense of collaboration among staff to ensure best practice and support of the College's mission and strategic direction;
- 3.1.2. Promoting, developing and protecting the vision, beliefs, charism and Catholic tradition in every respect of College life.
- 3.1.3. Promoting and wholeheartedly supporting the particular Marist charism of the College.
- 3.1.4. Modeling Gospel values of justice, reconciliation and hope.
- 3.1.5. Ensuring that College policy and practice nurture respect for difference in all its forms – gender, race, talent, religion, culture.
- 3.1.6. Giving priority to faith education and its expression in curriculum, prayer and liturgy.

3.2. Leadership as member of the College Leadership Team:

As a member of this team, the Director of Advancement has particular responsibilities as follows:

- 3.2.1. Supporting the Headmaster as the leader of the Advancement Team.
- 3.2.2. Exercising effective team membership, in harmony with the Marist charism and tradition of the College, in the development of an effective College Leadership Team.
- 3.2.3. Contributing to the formulation and implementation of College policy.
- 3.2.4. Promoting excellence in educational advancement through personal practice and team building.
- 3.2.5. Advising the Headmaster on school policy matters, especially those relating to educational advancement.
- 3.2.6. Collaborating with Leadership Team members to implement College policy.
- 3.2.7. Working with other members of the Leadership Team to support positive staff morale.
- 3.2.8. Maintaining solidarity and confidentiality with the Leadership Team.
- 3.2.9. Representing the Headmaster on designated occasions.

3.3. Leadership of Educational Advancement:

This will be shown by the Director of Advancement, in harmony with the Marist charism and tradition of the College, by the creating and fostering of a sense of collaboration among all staff to ensure best practice. In so doing the Director of Advancement will pay particular attention to the following aspects of educational advancement in the College, without being in any way confined to these:

3.3.1. Marketing:

The Director of Advancement is responsible for the effectiveness of student recruitment, in collaboration with the Admissions Manager and the Marketing and Communications Manager, by fostering effective marketing and community engagement strategies to ensure appropriate and sustainable student enrolment outcomes. Specific means of doing so include:

- 3.3.1.1. Helping build positive relationships based on respect and trust, and a sense of a shared purpose.
- 3.3.1.2. Developing quality marketing materials and strategies to effectively engage prospective families.
- 3.3.1.3. Organising and attending community events in rural and regional areas and overseas centres to effectively engage current parents, old boys and prospective families.
- 3.3.1.4. Ensuring that enrolment relationship and management procedures reflect current best practice in educational advancement.
- 3.3.1.5. Closely monitoring, analysing and reporting enrolment demographic trends and projections, particularly in regard to boys boarding in rural and regional areas.

- 3.3.1.6. Leading the development and ongoing evaluation of College policy in marketing and enrolments.
- 3.3.1.7. Liaising with the Director of Teaching and Learning regarding enrolments.
- 3.3.1.8. Liaising with the Director of Students in regard to boarder enrolments.
- 3.3.1.9. Facilitating processes for discussion of enrolment projections and trends amongst relevant members of the College Leadership Team and other senior managers.
- 3.3.1.10. Developing and periodically evaluating the College marketing plan.
- 3.3.1.11. Leading the integration of Gospel values and the Marist charism in all relevant marketing materials, event and other initiatives.

3.3.2. Communications and Publications:

The Director of Advancement is responsible for effective communications, including high quality publications, by:

- 3.3.2.1. Working collaboratively and effectively with the Marketing and Communications Manager.
- 3.3.2.2. Leading and overseeing the management of the College website and public online presence.
- 3.3.2.3. Leading the development and ongoing evaluation of College policy in regard to communications and dealings with the media.
- 3.3.2.4. Overseeing the development, production and review of the College yearbook, regular College newsletters and other publications relevant to various stakeholder groups.
- 3.3.2.5. Ensuring effective working relationships with media and other communications agencies.

3.3.3. Philanthropy and Fundraising

The Director of Advancement is responsible for fundraising, sponsorship and general philanthropic support for the College by:

- 3.3.3.1. Working collaboratively and effectively with the Philanthropy Manager.
- 3.3.3.2. Managing and ensuring the ongoing effectiveness and regular review of annual appeals, capital appeals and other fundraising initiatives.
- 3.3.3.3. Maintaining an informative and effective donor data management system and donor acknowledgement procedures to facilitate and enhance donor engagement and ongoing support for the College.
- 3.3.3.4. Working collaboratively with the Chair and Board of SJC Foundation to further develop fundraising initiatives.
- 3.3.3.5. Overseeing partnership and sponsorship opportunities that support the College's strategic direction.
- 3.3.3.6. Continuing to be informed about current trends and initiatives in educational philanthropy.
- 3.3.3.7. Leading the development and ongoing evaluation of College policies in regard to fundraising, sponsorship and general philanthropic support for the College.
- 3.3.3.8. Ensuring positive and effective relationships with donors and supporters.
- 3.3.3.9. Overseeing the development and ongoing provision of donor giving pathways.

3.3.4. Community Relations:

The Director of Advancement is responsible for College and broader community relations, and positive relationships with stakeholder groups that support the College mission, by:

- 3.3.4.1. Working collaboratively and effectively with the Community Relations Manager.

- 3.3.4.2. Maintaining positive and effective relationships with the Executive Committees of College stakeholder groups, including SJC Parents & Friends' Association, Old Boys' Union, 1881 Past Parents' Association and other affiliates and stakeholder groups.
- 3.3.4.3. Ensuring the ongoing support of stakeholder groups by assisting such groups with administrative and other assistance, as may be required from time to time.
- 3.3.4.4. Acting as a formal point of contact and coordination between the College and stakeholder groups.
- 3.3.4.5. Assisting in the induction of new stakeholder committee members.

3.3.5. Event Management:

The Director of Advancement, working collaboratively with the Community Relations Manager, is responsible for the management and/or support of various annual and special College events that contribute to positive stakeholder engagement by:

- 3.3.5.1. Overseeing and assisting stakeholder groups with the provision of stakeholder data, subject to relevant privacy legislation.
- 3.3.5.2. Overseeing the organisation of various annual and special events, such as fundraising functions, donor acknowledgement functions, country and overseas dinners, and other such events.
- 3.3.5.3. Assisting stakeholder groups with the promotion and ticketing of relevant events.
- 3.3.5.4. Approving the provision of resources and other appropriate support for College community events.
- 3.3.5.5. Assisting the College Leadership Team with the finalisation of the annual College calendar.

3.4. Leadership as Executive Director of SJC Foundation Ltd:

The Director of Advancement, as the Executive Director of the Foundation, is responsible for the ongoing administrative management of SJC Foundation Ltd by:

- 3.4.1. Regularly reporting to the Foundation Board on the operational activities of the Foundation and its various Trusts.
- 3.4.2. Advising the Headmaster and Chair of the Foundation regarding the allocation of funds for scholarships, bursaries and other College needs.
- 3.4.3. Managing SJC Foundation properties and planning for future property needs;
- 3.4.4. Acting on resolutions of the Board, as is required from time to time.

3.5. Administrative Leadership

The Director of Advancement will support the Headmaster and other members of the Leadership Team by:

- 3.5.1. Meeting regularly with the Headmaster to ensure the development and implementation of a common vision for educational advancement.
- 3.5.2. Working in collaboration with the Leadership Team and relevant managers to ensure that there is harmony between the educational advancement program and the day-to-day operations of the College.
- 3.5.3. Liaising with the Director of People and Culture with regards to relevant staffing matters.
- 3.5.4. Working with the Director of Teaching of Learning, the Director of Students and the Admissions Manager to monitor and inform current student enrolments and future enrolment projections.
- 3.5.5. Ensuring, in collaboration with the Director of Business Services (SJC Foundation Company Secretary, that the compliance, reporting and administrative aspects of SJC Foundation annual reporting are efficiently carried out and that all deadlines are met.

- 3.5.6. Contributing to the development and supervision of the College budget in regard to the educational advancement dimension of the College.

3.6. Community Leadership

The Director of Advancement will support the Headmaster and other members of the Leadership Team by:

- 3.6.1. Developing and maintaining effective procedures for the appropriate ongoing involvement of stakeholder groups in the ongoing advancement and philanthropic endeavours of the College.
- 3.6.2. Communicating with stakeholder groups and the community at large regarding initiatives, College community activities and capital developments at the College.

3.7. Pastoral Leadership

The Director of Advancement will support the Headmaster and other members of the Leadership Team by:

- 3.7.1. Facilitating the development of a College community culture that promotes the vision, beliefs and values of the College.
- 3.7.2. Working in collaboration with the Headmaster and Deputy Headmaster to ensure that the College approach to pastoral care and student management is appropriately applied to all aspects of practice in the College.
- 3.7.3. Working closely with staff members to enable them to apply their strengths, gifts and talents to enhance the educational advancement dimension of the College.
- 3.7.4. Supporting College initiatives to respond to those in need.

4. OTHER RESPONSIBILITIES

- 4.1. Assisting in design processes for the analysis and responses to data from the Year 12 exit survey, and other relevant data sources.
- 4.2. Developing a model for Advancement staff growth and renewal and aligned professional learning.
- 4.3. Working with the General Coordinator and relevant stakeholder group representatives to develop the annual calendar.

5. TENURE

The Director of Advancement is appointed for a period of five years with a possible renewal for a further five years on the completion of a successful Performance Review as determined by the Headmaster.

6. PERFORMANCE REVIEW CONDITIONS

The appointee to this position will be required to undergo a yearly Professional Goal Setting, focusing on the College's Strategic Plan. A formative review will be conducted in the third year of the appointment followed by and a comprehensive Summative Performance Review in the fifth year of appointment, or as otherwise negotiated with the Headmaster.

7. TEACHING REQUIREMENTS

The Director of Advancement will be assigned a 0.0 fte teaching load.

8. REMUNERATION PACKAGE

The remuneration for the position will be discussed with the successful applicant.

9. AMENDMENTS

The College reserves the right to add or amend the duties and responsibilities in accordance with changing circumstances and business needs within the boundaries of skills and competence. Any such changes may be reflected in the Role Description made at the discretion of the College.

ST JOSEPHS COLLEGE CHILD SAFEGUARDING PROGRAM

St Joseph's College (the College) has a Child Safeguarding Program which is made up of work systems, practice, policies and procedures designed to maintain a safe and supportive school environment and to embed an organisational culture of child safety within the community.

A Child Safe Codes of Conduct Policy lists all acceptable and unacceptable behaviours. It provides a high-level statement of professional boundaries, ethical behaviour, acceptable and unacceptable relationships. College environments include both physical and online environments, as well as those outside its premises and grounds when College-related activities are occurring.

The Child Safeguarding and Child Safe Codes of Conduct Policies are available on the College website. You must familiarise and comply with these Policies. If you do not comply, the College may take disciplinary action, up to and including termination of your employment or engagement.

STATEMENT OF COMMITMENT TO CHILD SAFETY

All children and young people who come to St Joseph's College have a right to feel and be safe. We are committed to the safety and wellbeing of all children and young people. We are committed to providing a child safe and child friendly environment, where children and young people are safe and feel safe and are able to actively participate in decisions that affect their lives.

We have a zero tolerance for child abuse and other harm and are committed to acting in students' best interests and keeping them safe from harm.

The College regards its Child Safeguarding responsibilities with the utmost importance and is committed to providing the necessary resources to ensure compliance with all relevant child protection laws and regulations and maintaining a child safe culture.

Each member of the College community has a responsibility to understand the important and specific role that they play individually and collectively to ensure that the wellbeing and safety of all students is at the forefront of all that they do and every decision that they make.

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