



Director of Community Engagement Role Description

About Arden Anglican School

Arden is a non-selective Anglican School providing a co-educational, Pre-School to Year 12 education. It seeks to attract, retain, and develop dedicated, highly effective, values-oriented staff for all positions. At Arden, we are committed to providing a positive work environment in which staff are valued and encouraged to develop professionally.

Arden is a Christian community centred on the good news of Jesus Christ. Arden's ethos is of high expectations and a commitment to academic and professional excellence. The School aims to attract and retain the best possible teachers and support staff, who are experts in their field and highly committed to the continuous improvement of their professional practice. The School's focus is to engage staff who have a passion for lifelong learning and believe in each student's unique value. Arden welcomes applications from people of faith who are committed to the Christian aims of the School.

Arden is committed to being a Child Safe organisation. All staff are required to help always maintain a child safe culture, and to act in every child's best interest and to keep them safe from harm. The School has zero tolerance for child abuse.

There is a strong collegial culture of mutual trust and support between staff and school leaders. All levels of governance are committed to embodying the Christian values of the School, and a culture of servant-minded leadership is fostered at all levels.

All staff must be committed to positive and caring relationships because they are important to successful student learning and the high level of family involvement that exists at Arden in all aspects of school life.

Our Vision and Mission

Vision

Arden strives to be an inspiring learning community that engages the mind, nurtures the spirit, and nourishes the body in a caring Christian environment.

Arden graduates are curious, courageous and compassionate men and women with an enduring passion for learning who transform the communities in which they live and work.

Mission

Centred on the Christian faith and finding joy in God, Arden provides an exceptional co-educational learning experience that nurtures the uniqueness of confident, capable global citizens.

Workplace Expectations

Professional Conduct

- ☐ Foster supportive positive professional relationships
- ☐ Demonstrate a sensitive and compassionate work ethic, underpinned by the Christian values of the School
- ☐ Demonstrate a duty of care to staff, students and visitors in relation to their physical and emotional wellbeing
- ☐ Undertake and comply with mandatory training and regulatory requirements as determined by the School
- ☐ Attend School meetings, as requested, including outside of usual work hours
- ☐ Participate in professional learning, as requested, including outside of usual work hours
- ☐ Any other duties and activities as required by the School Principal (or delegate)

Work Health & Safety (WHS)

- ☐ Participate in the development of a safe and healthy workplace
- ☐ Adhere to safe work procedures ensuring ongoing adherence to any instructions given for personal safety and health as well as that of others
- ☐ Remain familiar with emergency and evacuation procedures, including the location and use of emergency equipment (e.g. first aid kits, fire blankets)
- ☐ Report any injury, hazard or illness immediately in accordance with the School's policies and procedures

Child Safety

- ☐ Actively participate in the School's zero tolerance for child abuse and commitment to embedding Child Safety in approaches to daily work tasks and involvement in School approved activities
- ☐ Model a commitment to providing, so far as reasonably practicable, an environment in which students feel respected, valued and encouraged to reach their full potential
- ☐ Commit to understanding professional boundaries and the nuances of appropriate student and staff interactions in the workplace
- ☐ Demonstrate an understanding of the need to report suspected (observed or perceived) abuse, neglect, mistreatment and risk of harm

Privacy

- ☐ Commit to understanding the appropriate use, sharing, retention and destruction of personal information in the workplace
- ☐ Demonstrate an understanding of the need to report suspected (observed or perceived) data breach/es and misuse of personal information

Role classification

Staff are employed at a classification level and assigned to a role rather than appointed to a position. Staff may be re-assigned to other roles at the same classification over time, in line with organisation priorities and/or personal development plans.

The below is intended to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive or limiting list of responsibilities and expectations of the position. Any additional daily tasks are as advised by the Line Manager and are not identified in this Role Description.

The responsibilities, expectations and tasks relevant to this role may be varied at the Principal's discretion, to ensure the operational needs of the School are continually being met.

Professional Review

This Role Description in conjunction with any role specific task lists (if applicable) will be relied on as a framework for professional review.

Role	Director of Community Engagement
Campus	Whole School
Department	Executive Community Engagement
Line Manager	Principal
Direct Reports	Registrar Assistant Registrar Marketing Coordinator x 2 Community Engagement Coordinator
FTE	1.00 FTE
Qualifications	□ Appropriate tertiary qualifications
Compliances	□ Valid NSW Working with Children Check Certificate □ First Aid [HLTAID012] [HLTAID011] □ CPR [HLTAID009] □ Child Safety and Child Protection □ WHS/Emergency Procedures eLearning (or equivalent)
Skills, Knowledge & Experience	□ Exceptional leadership, strategy, communication and interpersonal skills □ Experience with marketing, media and/or publicity □ Experience with social media and digital communications □ Experience with philanthropy, donors and/or bequests □ Excellent management and administration skills □ Ability to liaise with stakeholders to approach donors and donor networks □ Experience with reporting to and preparing reports for a board □ Advanced skills in the full suite of MS Office and an ability to learn and develop skills in software applicable to the position requirements □ Relevant experience in an educational or not-for-profit entity in a similar role is highly desirable.
Role Profile	The Director of Community Engagement is responsible to the Principal and is a member of the School Executive. The Director of Community Engagement has delegated responsibility for the overall strategy, leadership and management of enrolments, community engagement, marketing and brand management, communications and content creation, digital marketing and social media, school website, events, graphic design, publications, fundraising and philanthropy, and archive management. The role will provide strategic direction and oversight of the Community Engagement team to enhance the profile and reputation of the School, to build and consolidate enrolment growth, and to cultivate positive relationships with a wide variety of stakeholders including the Arden Parent Network and Arden alumni.

As a member of the School Executive this role will be required to attend events, functions, and conferences outside of normal hours and to undertake presentations, on behalf of the School, as required.

Role Function

The Director of Community Engagement, throughout their daily work practice, is expected to:

Executive Role

- Assist with the development and implementation of the School's Strategic Plan and strategic projects, working with the Executive and other leaders
- Provide regular reports to the Executive on portfolio areas
- Provide support, advice and reports to the Principal, the School Council and Council Committees as required
- Actively contribute as a regular member of the Project Working Group (PWG) for the Arden Beecroft Campus Development project, with a particular focus on enrolment growth and stakeholder communications and engagement
- Participate as a member of the Critical Incident Management Team and Work Health Safety Committee
- Contribute to the Annual Report and other statutory reporting as required
- Engage actively and effectively in Executive meetings and events
- Attend School Council and Committee meetings, as required, to report on programs, outcomes and future strategies
- Contribute to the overall leadership, strategy and operations of the School

Community Engagement Team

- Provide strategic direction and leadership for the Community Engagement Team
- Develop, manage and support an effective team that works collegially and collaboratively
- Oversee the development and maintenance of the database to ensure maximum effectiveness for enrolments, fundraising, alumni relations and community engagement
- Conduct annual appraisal of staff using the School's appraisal forms and procedures
- Resolve performance or relationship issues in a timely and effective manner
- Ensure compliance with Work Health and Safety regulations and Risk Management protocols
- Maintain appropriate copies of materials required for School purposes such as archiving
- Prepare and manage the annual department budget
- Support the recruitment and induction of staff, as required

Enrolments

- Lead and develop strategy for Enrolments growth, stability and retention in collaboration with the Principal, Business Manager and Registrar, with a particular focus on the Arden Beecroft Campus Development project
- Identify enrolment trends, shortfalls and risks in collaboration with the Registrar
- Provide effective reporting and data dashboards for the Principal and School Council
- Identify areas for operational improvement in Enrolments policies, procedures, workflows and reporting
- Lead the Arden Scholarships program and process
- Oversee Enrolments events (e.g. Open Day, Tour Mornings, Orientation Day, Open House) with support from the Community Engagement Team

Community Development

- Develop and maintain positive relationships between the School and its various communities
- Lead the Community Engagement Team and work with other Arden staff to deliver high-quality community events including Presentation Day, the School Musical Production, Trivia Night, Year 6 Celebration, Year 12 events, Staff Christmas Lunch, parent events, alumni events
- Develop and maintain an effective database of School community members and support groups including past and present
- Provide strategic leadership for the Arden Parent Network and provide support where necessary
- Provide strategic leadership to grow the Arden Alumni program, including the ongoing development of reunion events, digital communications and the connectivity of cohort networks
- Develop, organise and implement events that grow and maintain the immediate and broader Arden community

Fundraising and Philanthropy

- With the Principal and Business Manager, provide strategic and operational leadership to build a culture of giving and philanthropy
- Plan, launch and complete fundraising campaigns, targeting donations for the School's Master Plan, capital works projects and/or scholarships as required
- Develop annual giving reports and regular communications to donors
- Create and develop relationships with new and existing donors and event sponsors
- Provide appropriate advice, support and reporting for the Principal, Business Manager and the School Council in relation to the coordination of short and long-term fundraising projects
- Liaise regularly with the School Business Manager and the Finance Committee of the School Council regarding fundraising
- Research and prepare grant and philanthropic submissions to potential funding bodies
- Ensure that all fundraising activities comply with legislation, ethical standards and a Christian ethos

Marketing, Branding and Communications

- Maintain ultimate editorial responsibility for all print and online publications and media
- Provide strategic leadership for the development and maintenance of the School website
- Lead and support the Marketing Coordinators in digital and print marketing, including social media, publications, graphic design, school website, videography and photography, advertising and event promotion
- Lead and manage the implementation of a consistent and effective School corporate image/brand, within budget limits
- Develop the School's relationship and profile with the community, including liaison with parents, School support groups, media and relevant local community persons and groups

Archives

- Provide leadership and support to promote the history and heritage of the School
- Oversee the School's Archivist ensuring adherence to current archival standards, and the Australian Society of Archivists ethical guidelines.
- Provide support to the School's Archivist to ensure safe and secure repository of archival materials
- Provide oversight to ensure appropriate accessioning, arranging, describing and acknowledgement of all material accepted into the School's archives

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