



# Role Description

## Community Relations Officer

Title	<b>Community Relations Officer</b>
Classification	<b>Education Support Employee Level 2</b>
	<b>Category A (4 weeks annual leave) or C (7weeks school holiday leave per annum)</b>
Time fraction	<b>Part Time FTE 0.6</b>
Value range	<b>\$59,221 to \$ 70,353 pro rata plus 9.25% superannuation</b>
Employment status	<b>Ongoing</b>
Length of Appointment	<b>NA</b>
Date reviewed	<b>June 2020</b>

### Introduction:

In our Sacred Heart school there has been a long tradition of particular care for every student. It is the policy of Sacré Cœur to live out the values that reflect its Sacred Heart tradition. These values are embodied in the Goals of Sacred Heart education, which are:

1. A personal and active faith in God
2. A deep respect for intellectual values
3. The building of community as a Christian value
4. A social awareness that impels to action
5. Personal growth in an atmosphere of wise freedom

Sacré Cœur places an emphasis on serious study and academic excellence. The curriculum is designed to engender the integral development of students, encouraging physical, intellectual, moral, creative and spiritual growth in a supportive and co-operative learning environment.

At Sacré Cœur we aspire to the highest professional standards. This is reflected in the quality of the relationship between staff and students, the learning environment created, the concern for each individual and a hard-working conscientious approach to all that we do.

### Environment, Key Relationships and Challenges:

The Community Relations Officer is responsible to the Principal, the Development and Marketing Manager and Advancement Manager. The Community Relations Officer is a member of the Community Relations Office team.

The Community Relations Office is responsible for Sacré Cœur's Marketing and Communications; Admissions; Fundraising and Philanthropy; Alumnae Engagement; Heritage, Archives; as well as engagement across a range of important community stakeholders such as the School Board, School Foundation, Community Council, Parents' Association, Alumnae Association and various affiliate supporter groups.

## **Role Overview:**

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The Community Relations Officer is a key member of the Community Relations Office team, which is made up of two smaller teams – Advancement, and Marketing and Admissions. The Community Relations Officer will work across both teams co-ordinating the delivery of key services and projects as well as developing and implementing community building activities.

Within the broader School context the Community Relations Officer will work to foster strong links with internal colleagues and the wider School community in order to deliver activities that respond to the various needs of our community and the strategic needs of the School.

The Community Relations Officer will play a key role in helping to establish Sacré Cœur as one of the most preeminent, respected and in-demand independent Catholic educational institutions in the country in the minds of future, current and past families and the broader community.

All staff at Sacré Cœur are required to be fully aware and accepting of the School's Child Safety Policy and ensure the wellbeing and protection of every child in its care.

## **Key Responsibilities:**

### **Events**

- Coordinate Community Relations events including but not limited to catering and set-up, guest list management and post event reporting. Events include, but not limited to Tour Mornings, Open Day, Golf Day, Alumnae and Advancement events and French Village Fair (biennial).
- Generate lists in Synergetic for invites and RSVPs.
- Work with the Publications and Communications Officer to brief and publish event invitations and advertising material.
- Prepare and publish event pre and post event information and reports for social media, EDMs and publications.

### **Relationship Management**

- Develop and implement an engagement strategy to nurture relationships with local childcare centres, kindergartens and primary schools including but not limited to publications, storytelling, events and visits.

### **Admissions**

- Regularly update the School database (Synergetic) with application and enrolment records and communication.
- Process online and written enrolment applications.
- Prepare and maintain correspondence relating to applications and enrolments.
- Liaise with the Finance Department regarding payments of application and enrolment fees.
- Provide administrative assistance to the Admissions Manager.
- Assist in the organisation and running of enrolment related activities such as student testing, scholarship examinations, tours.
- In the absence of the Admissions Manager maintain ongoing Admissions processes and activities.

### **Research**

- Implement and report on yearly parent and student surveys.
- Implement and report on post event surveys i.e. tours and Open Day.
- Implement and report on surveys as required by the Community Relations Office.

## Reporting and News Reporting

- Find, create and publish stories across various media including social media and newsletter
- Prepare monthly admissions and marketing performance reports.
- Manage the publishing of the fortnightly School e-newsletter (as required).

## Other

Lunchtime relief for main reception. The Advancement Manager and Development and Marketing Manager may allocate other duties to the Community Relations Officer in accordance with the needs of the School.

## Organisational Relationships

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### *Internal*

- Parents' Association
- Alumnae Association
- Teaching and administration staff
- Students
- Current and future parents

### *External*

- Other schools in the Catholic education sector
- Educate Plus
- Suppliers
- Others of interest to the profile of the School - to be advised by Marketing and Communications Manager

The duties outlined above may be subject to variation from time-to-time by the Principal.

## Child Safety

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Sacré Cœur is committed to the safety, wellbeing and inclusion of all our students. The school has zero tolerance for child abuse and is committed to the protection of all children from all forms of child abuse. Particular attention is paid to the most vulnerable children (Aboriginal and Torres Strait Islander, culturally and/or linguistically diverse backgrounds and children with a disability).

In this context, Sacré Cœur implements a regular and comprehensive Child Safety and Protection program across the entire Sacré Cœur community.

All staff at Sacré Cœur take an active role, and are well informed of their obligations, in relation to Child Safety under Ministerial Order No. 870 "Child Safe Standards – managing the risk of child abuse in schools". Employment at Sacré Cœur is subject to school policies including the Child Safety Policy, Child Safety Code of Conduct and Child Protection – Reporting Obligations Policy, being read, understood and adhered to by being proactive in reporting any concerns or identified risk. Where students are under staff care, there is an obligation to take all practical steps to protect students where a risk to students' safety has been identified.

## Key Selection Criteria

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Applicants must be able to demonstrate:

### Essential Experience, Knowledge and Skills

- Qualifications and/or experience in marketing communications and event or project management.
- High level interpersonal skills, with demonstrated ability to build rapport and interact effectively at all levels within the School and greater school community.

- Experience in project and process management and ability to manage to deadline and budget with a particular focus on event management and marketing.
- High level organisational and time management skills, with an ability to prioritise tasks, meet deadlines and manage competing tasks.
- High level oral, written, and editing skills.
- Experience in initiating, coordinating and executing compelling messages and content for different target demographics and channels including social media.
- Experience with management information and/or customer relationship management systems an advantage. Experience with Synergetic highly desirable but not essential.
- Proficient in MS Office (Word, Excel, Powerpoint).
- Keen eye for design and strong attention to detail.

### **Essential Personal Requirements/Competencies**

- Alignment with School values
- Understanding of the traditions and spirituality of a Sacred Heart (RSCJ) school and ability to confidently articulate this ethos
- High level of professional personal presentation
- Enthusiastic and highly motivated to contribute
- Maintains high work standards with minimal supervision and high attention to detail.
- Demonstrated team player who is adaptable, shows initiative, problem solves and calm under pressure.
- Flexible and operates effectively in a changing environment
- Willingness to work at functions and events outside of hours and off campus
- Current Victorian Working with Children Check
- Satisfactory Criminal History Record Check

### **Desirable Experience, Knowledge and Skills**

- Demonstrated knowledge of marketing and communications functions, technologies, and approaches within the Australian and international education sectors.

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The position is employed in accordance with the terms and conditions of the Victorian Catholic Education Multi Enterprise Agreement and the Educational Services (Schools) General Staff Award, which includes being available to the Principal or Business Manager during specified periods leading up to the commencement of school and after school finishes.

The position will from time-to-time require attendance outside normal hours from which time in lieu will be considered. The successful applicant may be required to undergo a Criminal Record Check.

The successful applicant would require a commitment to ongoing professional learning and hold relevant qualifications. The position requires the completion of an Annual Review Meeting. All employees at Sacré Cœur are to follow the school policies and procedures, including those relevant to the Occupational Health and Safety Act 2004 and Equal Opportunity Act.