Location: THE HILLS MONTESSORI SCHOOL

Position Title: Community Engagement Officer

Appointment: 12 month contract with the possibility of continuation

Fraction of Time: 9 hours (over two days)

Salary: Grade 4 Level 1 Educational Services (Schools) General Staff Award 2010

JOB SPECIFICATION:

Role Description:
The Community Engagement Officer will be responsible for:

- managing internal and external promotion of the school with the main objective of retaining current enrolments and increasing student numbers to achieve full enrolments.
- developing new and interesting ways to promote Montessori principles and practices within the school community.
- developing new ways of marketing the school to the wider community, promoting points of quality and difference.
- developing and implementing an engagement strategy for the alumni of The Hills Montessori School.
- assisting to enhance effective communication within the school community.
- promoting the school’s reputation and enhancing the ‘brand’.

Engaging with Internal & External Community
- Develop and implement a strategic marketing plan.
- Develop consistent messages and marketing material to be used both internally and externally.
- Manage the school Facebook, Website and Skoolbag App.
- Write editorials, press releases, social media information and marketing material
- Oversee internal publications and communication materials eg Annual Report, brochures, Newsletter ensuring consistent formatting, style, design and ‘brand’.
- Promote all areas of the school to existing families and promote the benefits of the ‘Montessori journey’ from Infant Program to the Adolescent Program.

Engaging with the Alumni Community
- Collect, organise and manage data and communicate information on post school pathways and endeavours of The Hills Montessori School graduates.
- Create structures to connect and engage with old scholars.
- Utilise alumni data in addition to old scholars and their experiences and reflections to promote the benefits of a Hills Montessori School education.

Reporting/Working Relationships
- Report to and liaise regularly with the Principal.
- Liaise with the Enrolment Officer.
- Provide a written report each month to the Board outlining activities.
- Chair and manage the Marketing Task group which meets monthly.
- Liaise with relevant external bodies in regard to marketing the school eg newspapers, magazines, online forums, local libraries, printers etc.

Professional Learning
- Engage in relevant professional learning.
- Demonstrate a commitment to own personal and professional growth and participate in professional networks.
- Engage in regular reflection of own practice and identify and implement professional learning goals.
Professional Responsibilities

- Support and implement the school Mission, Vision and values.
- Establish and maintain respectful, collaborative relationships with parents and staff.
- Implement school policies and procedures and the relevant identified Strategic Plan initiatives.
- Implement administrative school procedures in a timely and efficient manner.
- Attend meetings, professional development and school functions as deemed necessary by the Principal.
- Maintain confidences, contribute equitably to school operations and act in a loyal manner.
- Act and dress in a manner which reflects the ethos of the school and complies with the school’s Code of Conduct.
- Understand and comply with relevant legislative, administrative, organisational and professional requirements.
- Promote the school and the understanding of Montessori education to parents, and professional and community networks.

Special Conditions:

- Some out of hours work may be required.

Information:

- Expressions of interest due by Friday 6th January 2017
- Email application to reception@montessori.sa.edu.au
- Please nominate 2 referees who can provide information relevant to position advertised

PERSON SPECIFICATION:

Essential Minimum Requirements

Personal Skills and Abilities

- Proven ability to foster effective relationships among staff, parents and the wider community.
- Excellent interpersonal skills with proven ability to relate to and communicate effectively (in oral and written forms) with colleagues, parents and the wider community.
- Skill in writing for a variety of audiences in a variety of writing styles. Strong editing and proofreading skills.
- Proven ability to work in a collaborative manner.
- A person with energy and creativity who has the ability to think strategically and to plan effectively.
- Ability to prioritise tasks and work to deadlines.
- Strong organisational skills and the ability to work autonomously.
- A personal philosophy that is in harmony with the Montessori philosophy & principles.
- A person of integrity who is respectful of all people.

Knowledge:

- Knowledge and skills in graphics and desktop publishing for in-house graphics design and production eg. Microsoft Office and Adobe Creative Suite.
- Knowledge and skills in print production and online marketing, brand building and social networking skills.
- An understanding of the Montessori philosophy and principles.
- An understanding of the Adelaide Hills demographic.

Experience:

- Experience in working in a Marketing and Communications role (preferably in a school)

Qualifications:

Desirable

- Qualifications in Marketing & Communications.
- Completion of Reporting, Abuse and Neglect training (or willing to obtain).

Appointment of successful applicant will be subject to a satisfactory screening and criminal history check.