



Head of Communication and Development

Our Lady of Sion College has a long and proud history of educating young women in the Box Hill and surrounding areas. The College was established in 1928 by the Sisters of Our Lady of Sion and faithful to their vision and mission, the Biblical values of compassion, justice, reconciliation, peace and love are guiding principles that underpin all that we do. As a school of approximately 930 students and over 100 members of staff, we aspire to be a community where each student is named and known, valued and nurtured, encouraged and supported through the personal relationships we foster.

Our Lady of Sion College Mission statement calls us to always *'speak the truth in love'* and compels us to act in the pursuit of *'justice and truth'*. Consistent with our mission as a Catholic school, the Our Lady of Sion College community is committed to a culture of child safety and a zero tolerance for child abuse. All staff are expected to uphold the primacy of the safety and wellbeing of our students. All staff must comply with the Our Lady of Sion Child Safe Code of Conduct and Child Safe policies. Our recruitment processes are strictly adhered to during the application and interview process. Applicants should be aware that the College undertakes relevant checks as part of our employment practices. Applicants will also be required to submit copies of Working with Children and Police Checks and tertiary qualifications.

ROLE DESCRIPTION

The Head of Communication and Development is appointed by the Principal and supports the Principal in the successful promotion and development of Our Lady of Sion College through appropriate and effective communication, promotion, public relations and community engagement strategies.

The Head of Communication and Development will be directly responsible for the strategic development, planning and implementation of the College's Communication and Promotion Plan and ensure the College's profile and reputation are enhanced and promoted within the College and broader community. They will ensure the Communication and Promotion Plan aligns with the future direction of the College, and they will foster strategic relationships to enhance community engagement.

The Head of Communication and Development will work to develop an understanding of the Catholic and Sionian ethos and values of the College, and ensure the College's profile and reputation clearly upholds and reflects the traditions of the school.

It is expected that under the guidance of the Principal and the Business Manager, the Head of Communication and Development will provide support to the Principal, Leadership Team, College Registrar and Archivist.

KEY AREAS OF RESPONSIBILITY

1. MARKETING, PROMOTIONS AND PUBLICATIONS

General

- Develop and oversee the overall promotion and communication strategies with regards to the College's vision and mission, and strategic directions
- Meet regularly with the Principal and provide the Leadership Team with strategic directions in the promotion of the College
- Oversee and manage the overall promotion and marketing budget
- Meet regularly and work closely with key personnel including the College Registrar and College Archivist
- Work to develop and oversee promotion and community engagement policies and procedures
- Provide guidance to all College staff with regards to promotion and community engagement protocols
- Attend major College events, including some which occur on weekends and evenings

Promotion

- Actively promote Our Lady of Sion College within the College and the wider community
- Create, implement and evaluate a College Communication and Promotion Plan and ensure it is broadly communicated and understood
- Enhance the profile of the College as a school of first choice
- Promote the College through local, national and global media
- Liaise with staff regarding student achievement which can be promoted and shared both within the College and the wider community

Publications

- Develop annual advertising plans
- Liaise with media organisations
- Ensure the College regularly features in Catholic Education Melbourne publications, local papers and other identified media
- Work with key personnel in the development of all College publications including but not limited to the College Newsletter and Yearbook
- Oversee the redevelopment and be responsible for the maintenance of the College website
- Manage the College's current social media and identify, evaluate and implement further social media opportunities as they arise, for example, establish and maintain a College Facebook page
- Develop promotional materials including the organisation and collection of appropriate images, videos and text
- Produce guidelines and a Style Guide on the use and application of the College brand
- Co-ordinate and support the production of College publications
- Develop strategies to ensure consistency in the use of College branding

2. COMMUNITY ENGAGEMENT

Community

- Foster effective relationships with key stakeholders to enhance community engagement and promotion of the College
- Develop ways to further engage parents/guardians, past students, educational institutions, relevant industries and the wider community in the life of the College
- Foster relationships with the local and global Sionian community
- Ensure information about the College is updated within relevant Sionian publications including but not limited to the International Sion Schools website

Key events

- Support the College Registrar with the promotion of regular key events such as the Talk and Tour mornings, College Open Day and Information Evening
- Promote, foster and develop publicity for other major College events, including but not limited to significant College anniversaries

Enrolments

- Work with the Registrar to research and analyse enrolment trends which will inform the future College directions
- Develop a detailed and strategic plan to promote the College through engagement with Priority Parish Primary schools
- Identify initiatives for engagement with Priority Parish Primary schools
- Develop strategies that will support consistent and strong enrolments
- Provide support as required for the College enrolment and transition processes

Past students

- Develop and implement a framework for engaging Past Students
- Maintain and further develop the Past Students' database
- Work with the College archivist to manage the Past Students Facebook page
- Plan and implement the College Past Students' reunions
- Redevelop and prepare the Past Students' Association Sionian magazine
- Liaise with key staff in the organisation of the Mentors' breakfast and other Past Students' initiatives
- Engage Past Students in key events including but not limited to whole school assemblies and Night of Excellence

Parents' Association

- Develop and implement marketing and communication strategies to support the Parents' Association
- Liaise with the Parents' Association to organise events and activities to strengthen relationships and engagement with the College