

COMMUNITY RELATIONS OFFICER - ROLE DESCRIPTION

Position Classification:	0.4 FTE Including an expectation of attending relevant school events to fulfill the position description
Reporting to:	Principal
Type of Position:	Two-year position to then be reviewed (3-month probationary period applies to this position)
Appointed by:	Principal
Location:	School and other sites

Summary:

Newstead Christian School is a co-educational, Kinder to Year 10 Christian School operating in Launceston.

The Community Relations Officer (CRO) is responsible to the Principal.

Key Objective:

- To facilitate the communication of the School's mission and philosophy to prospective parents and students, the internal community and the geographic and extended community.
- To build loyalty, enthusiasm, commitment and a spirit of giving amongst the parent body and wider school community.
- To promote and market the School and its activities.
- Responsible for the implementation of the relevant areas of the Community Relations and Marketing Plan (CRAMP).
- Engage with parents within and outside of the NCS community.

Accountable to:

- The Principal, providing a written Community Relations and Development report to be tabled at Board monthly
- Keep daily log of appointments and activity
- Work with external consultant as required
- Complete an annual review

Generally Responsible for:

- Modelling Christian leadership and promoting the School and Christian education
- Marketing and promotion of the School
- Developing and maintaining Community Relations Programs
- Assist in development of enrolment recruitment programs and strategies
- Planning and oversight of whole school community events
- Maintain social media sites and groups

Essential Requirements:

- Must have a current Working with Vulnerable People Card
- Must have a current Drivers Licence

- Provide a Pastor's reference
- Sign a Confidentiality Agreement

Personal Requirements:

- Good understanding of and commitment to the mission and philosophy of the School
- Have a firm personal belief that is consistent with the Statement of Faith and Lifestyle clauses of Newstead Christian School, together with an active commitment to and involvement with a Christian Church holding a doctrinal position consistent with the Statement of Faith
- Strong communication skills, both written and verbal, able to confidently speak publicly
- Good organisational ability and be self-motivated
- Good computer literacy with experience in word processing, spread sheets and use of databases
- A high standard of personal presentation and integrity
- Displays initiative, common sense and the ability to problem solve
- Excellent interpersonal skills including relationship building skills

Specific Duties:

Specific duties include any or all of the following:

1. Community Relations:

- 1.1 Build loyalty, enthusiasm, commitment and a spirit of giving amongst the parent body and wider school community
- 1.2 Build a team of parents who assist in the work of the Community Relations Officer and the communication of the mission and philosophy
- 1.3 Attend appropriate school functions to interact with parents and the wider community, to provide feedback to the Business Manager and to welcome and assist parents

2. Marketing and Promotion:

- 2.1 Develop and coordinate activities that will communicate the School's mission and philosophy amongst the parent body and wider school community
- 2.2 Assist with development and coordinate promotional signage
- 2.3 Assist with website development and updates
- 2.4 Liaise with Principal to prepare and place enrolment and marketing advertisements for the School
- 2.5 Coordinate/keep a photographic/electronic record of the School related marketing events
- 2.6 Liaise with the Principal to maintain a consistent overall image in the School grounds and buildings
- 2.7 Coordinate Open Days
- 2.8 Maintain links with local media to aid the promotion of the School and its mission and philosophy
- 2.9 Maintain and strengthen links with churches in the School's drawing area
- 2.10 Manage within the annual budget for Marketing and Promotions
- 2.11 Other marketing activities as deemed appropriate

3. Publications:

- 3.1 Oversee the production of orientation information for new students and their families
- 3.2 Contribute to the production of the School Newsletter and Yearbook

4. Development and Fundraising:

- 4.1 Develop, coordinate and manage fundraising programs, as required, in consultation with the Business Manager and School Board
- 4.2 Build networks and work with a team of parents to implement community fundraising initiatives

5. Events:

- 5.1 Oversee planning and promotion of whole school community functions/events
eg School Anniversary , Celebration Evening, Twilight Fair
- 5.2 Coordinate Orientation program for new students and their families
- 5.3 Through discussion and planning with the leader of the P&F, build a team of parents who will assist with hospitality at events in the School

6. Social Media:

- 6.1 Be familiar and able to use social media platforms, including Facebook, Twitter and Instagram to promote the school safely
- 6.2 Follow School Policy to ensure parental permission is adhered to and that Child Protection and Privacy policies are not breached
- 6.3 Maintenance and growth of the School's Facebook presence

7. Other:

- 7.1 Keep archival records of school community events
- 7.2 Participate on committees for new school programs
- 7.3 Other tasks as directed by the Principal

Key Working Relationships:

- Business Manager
- Principal
- Administrator
- Community Relations & Marketing Committee
- P&F