



Rosebank is a Good Samaritan Independent Secondary Catholic College in the Benedictine tradition, committed to the successful integration of e-learning and innovative pedagogy across the Curriculum.

Applications are invited from people with strong project coordination and planning skills for the full time position of

COORDINATOR OF DEVELOPMENT

Commencement Date – 29 January 2018

Key responsibilities include:

- Developing and coordinating of all marketing, advertising and Public Relations initiatives for the College;
- Ongoing development and implementation of a creative marketing plan;
- Developing and maintaining links with local Catholic and Government primary schools;
- Being the College liaison person for its Alumni association and overseeing the production of the quarterly Alumni Newsletter *Sursum Corda*;
- Creating and ensuring quality control of all College publications including the weekly College Newsletter/Gazette etc;
- Managing the content and style of the College website;
- Ensuring a regular presence in the local media;
- Providing effective and efficient management of the marketing Budget;
- Event and function planning and management
- Highly developed interpersonal, written and oral communication skills
- Advanced ICT skills and website management (Office Suite & InDesign knowledge required)
- The ability to work effectively within a team environment to support the Catholic ethos and learning culture of the College

Closing date: 5 January 2018

For further information on the skill set required for this position and full role description visit our website:

www.rosebank.nsw.edu.au

Applications may be posted or emailed to:

The Principal, Rosebank College
1a Harris Rd, Five Dock NSW 2046
principal@rosebank.nsw.edu.au

NB: Shortlisted applicants will be required to provide the College with their new NSW Working With Children Check number in order to be eligible for this position (www.newcheck.kids.nsw.edu.au)

COORDINATOR OF DEVELOPMENT

Core Role Purpose and Accountability

This role assists the Principal in providing direction and support in the achievement of the Strategic Plan through the development and promotion of the College.

Role Responsibilities

The specific responsibilities of the Coordinator of Development include:

Contributing to the Implementation of the College's Vision and Mission

- Being able to articulate and support the College's Vision and Mission as a Catholic independent co-educational school in the Good Samaritan tradition;
- Conducting (in cooperation with the Careers Coordinator), regular exit surveys of all students, and providing feedback to the Leadership Team on the results of such surveys.

Providing Innovative Leadership

- Taking part in the Strategic Planning processes of the College and facilitating the achievement of relevant goals and strategies associated with the development of the College's identity;
- Developing and implementing a creative marketing plan for the College as it continues its current phase of development;
- Ensuring that all available development grants are brought to the attention of the College community and encouraging and supporting them to apply.

Promoting Quality Relationships

- Developing regular and productive links with local Catholic and Government primary schools;
- Being the College liaison person for its Alumni association, attending all meetings and publishing their quarterly Newsletter *Sursum Corda*;
- Communicating regularly and personally with College staff to identify and affirm opportunities for promotion.

Providing Organisational Leadership

- Creating and ensuring quality control of all College publications including the weekly College Newsletter/Gazette, stationery, invitations, Annual Reports, annual College Year Book, etc.;
- Managing the content and style of the College website ensuring it is always up to date, informative and accurate;
- Ensuring a regular presence in the local media by way of regular news stories and advertisements;
- Providing effective and efficient management of the marketing Budget;
- Regular monitoring of the College presence on the Internet, reporting any misrepresentations immediately;
- Working with the College Registrar to identify enrolment trends and look for opportunities to develop new approaches;
- Offering regular guided tours of the College for prospective parents;
- Maintaining through the College registrar an accurate database of enrolment enquiries and following up on all non-continuers;
- Assisting, in consultation with the Coordinator of Diverse Learning, in the expansion of the Overseas Student program (Short Term and Long Term);

- Ensuring that all College initiatives and activities (Musical, Creative Arts Week, Gifted and Talented evening etc.) are well publicised and promoted;
- Facilitating the organisation of the College's annual Open Day, in collaboration with all staff, students, Alumni and Parents and Friends;
- Developing and overseeing the maintenance of College signage on and off site, e.g. banners, flyers etc.;
- Overseeing the work of the Development and Publications Assistant who acts as an assistant to the role;
- Facilitating and developing the College's scholarship scheme.

Other duties as required by the Principal or his/her delegate.

Selection criteria for this full time position include:

- Marketing, Advertising and Public Relations knowledge and experience
- Event and function planning and management
- Highly developed interpersonal, written and oral communication skills
- Advanced ICT skills and website management (Office Suite & InDesign knowledge required)