

DUBBO CHRISTIAN SCHOOL

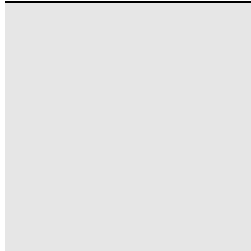
POSITION DESCRIPTION



POSITION DETAILS

Position Title:	Community Relations Officer
Department:	Support Staff
Date Updated :	30 November 2018
Reports to:	Business Manager
Commencement Level	Level 5 Step 1 – School Administrative Service

Primary Purpose

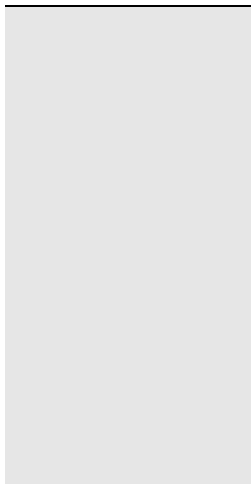


The role of the Community Relations Officer is to facilitate communication of the Dubbo Christian and Wellington Christian School's Vision and Mission and develop community through working with parents, staff and Board sub-committees in promoting vision, commitment, enthusiasm and a volunteer culture.

Other duties as requested by the Principal.

Knowledge, Skills and Experiences

Essential



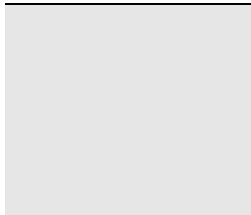
- Outstanding interpersonal skills with parents, staff and students – a welcome face to the school.
- Excellent written and oral communication, negotiation and liaison skills.
- Personal time management and sound judgement to refer non-routine issues to supervisor and report adverse outcomes.
- Medium to high level skills in social and digital media.
- Excellent literacy, accuracy and attention to detail.
- Ability to organise and prioritise workloads and tasks to meet deadlines.
- Effectively manage projects and events, liaising with all parties and follow through to completion in a timely, high quality and proactive manner.
- Highest commitment to privacy and confidentiality.
- Ability to work as part of a team to create smooth workflow.
- Are an active committed Christian in regular attendance at a Church.

Desirable



- Communications and / or marketing experience and qualifications.
- Understanding of graphic design process and associated technology.
- Basic knowledge of Workplace Health and Safety.

Personal Attributes



- Commitment to the school's Vision, Mission and Christian perspective
 - Integrity, loyalty, honesty, empathy and assertiveness (pleasantly)
 - Willingness to contribute to the broader life of the school
 - Initiative and self-motivation skills
 - Analytical and problem solving skills to resolve routine issues
 - Ability to remain calm and courteous in stressful situations
-

POSITION DESCRIPTION

KEY RESPONSIBILITIES

In all matters concerning your appointment you will be responsible to the Principal or someone deputised to act by the Principal. For practical purposes these functions are delegated to the Business Manager on a day to day basis.

Marketing and Promotions

- Lead the school's marketing, promotional activities and administration support.
- Support the development and execute the school's community relations and marketing plan.
- Facilitate design and production of promotional flyers and brochures.
- Produce the school Newsletter, Prospectus, Information Brochure and like communication initiatives.
- Manage the school's website, Facebook site and like social media mediums.
- In liaison with photographers, generate promotional photos which reflect the school and its distinctives.
- Identify key target, coordinate and maintain communication and opportunities to connect.
- Present a consistent brand across all media.
- Generate a knowledge of the history of the school, its beginnings; the current stories which support the school distinctive; establishing a firm foundation for the school Vision. Communication of past, present and future stories.
- Promote communication avenues across family groups eg Facebook Year Pages, establishment of parent friendly social media for gatherings etc.
- Organisation and promotion of events which consistently promote the school's vision and distinctives and are consistent with the school's target markets. Authority to speak into staff teams through the Executive on overall presentation of school buildings and grounds to reflect Vision.
- Oversee upkeep of school informational areas - including promotional brochures, photo displays, noticeboards, upcoming events, school promotional material etc.
- Generating relationships with parent owned businesses
- Communicate with and support local Church events.

Community Engagement

- Promote the growth and connection across the current School community – students, families, staff and past students.
- Encourage a sharing of information across the staff in order to identify families who require support.
- Facilitate the Buddy Family Program.
- Attend and speak at Primary and Secondary School Parent Information Nights.
- Attend and speak at Preschool, Kindergarten and school Orientation / Information events.
- Regular communication with Enrolment Officer regarding movements of students – arrivals and departures.
- Communication of relevant information to key current families / Buddy families to enable support as required.
- Share administration responsibilities for Year group Facebook pages.
- Establish, maintain and communicate Facebook page guidelines.

POSITION DESCRIPTION

- Facilitate and encourage teams of volunteers; liaising with staff via Heads of School, Deputy Principal and the Business Manager.
- Facilitate/guide ideas/plans of parent volunteers.
- Organising parent helpers for help at sporting events and other School events.
- Organisation of School community projects (working bees).
- Plan and facilitate Volunteers Thank you Morning Tea (Term 4).
- Regular skype meetings with other CEN Community Support persons.
- Coordination of the Alumni committee – aim to increase and maintain connection of Alumni to School.

Events

- In conjunction with the Deputy Principal, oversee planning and promotion of whole school community functions and events eg. School Anniversary, Grandparents Day, DCS Day etc.
- Coordinate the orientation program for post-start new students and their families.
- Build a team of parents who are able and willing to assist with hospitality at events in the school.

Alumni

- Develop and implement strategies to establish and grow an alumni organisation.
- Oversee the updating of alumni data on the database.

Other

- Cover the Enrolments Officer's position for short periods of time.
- Assist the Principal and Business Manager with relevant administrative tasks, as and when required.
- Carry out other duties as directed by the Principal from time to time.

Hours of Duty

This is a permanent full-time position. Specific weekly hours and annual leave are in keeping with similar positions in other institutions and will be documented in the Letter of Offer. The role will entail out of hours work from time to time.

'Whatever you do, work at it with all your heart as working for the Lord, not men'
Col 3:23