



## POSITION DESCRIPTION

<b>Position Title</b>	College Admissions and Marketing Officer
<b>Employment Type</b>	Full time Term time Continuing
<b>Classification</b>	School Officer Level 5 in Accordance with Catholic Employing Authorities Single Enterprise Collective Agreement – Religious Institute Schools of Queensland
<b>Reports to</b>	Principal through Director of Marketing and Admissions

### OUR ORGANISATION

Based at Indooroopilly, Brigidine College is a Year 5-12 Catholic girls' school. As a Kildare Ministries' school in the Brigidine tradition, we are committed to providing a holistic education that creates authentic, compassionate and dependable women keen to make a difference in the world since 1929.

Brigidine College fosters a positive and supportive environment within the context of Christian values. While maintaining a commitment to excellence, we pride ourselves on promoting a safe and inclusive school community, cultivating a culture of continual improvement, and supporting staff to model wellbeing, and formation. Becoming a member of the Brigidine team means working with others who are passionate about learning and enjoy working in a strong, values driven culture.

#### Our Vision

We are a sustainable presence in the community providing an innovative education for young women in the Brigidine tradition.

#### Our Mission

An inclusive community of faith and learning that challenges and inspires young women to be active voices of Strength and Gentleness.

#### Our Values

Kildare Ministries	Brigidine College Indooroopilly
<b>Justice:</b> Making the needs of the vulnerable paramount	Be faithful to our Catholic heritage
<b>Wonder:</b> Celebrating all that is good with joy and gratitude	Welcome all people, especially the most vulnerable
<b>Courage:</b> Speaking and acting with integrity	Celebrate all that is good with joy and gratitude
<b>Compassion:</b> Walking with and having empathy for all	Engender a love of learning, hope and a sense of purpose
<b>Hope:</b> Bringing a sense of purpose	Model and practice justice and service
<b>Hospitality:</b> Welcoming All	

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## Our Touchstones

*Living the Brigidine tradition and Catholic Mission in a contemporary way. This vision is to be achieved through active engagement in the four Touchstones for Learning:*

Faith and Mission	<i>Theology in the Contemporary World</i>
Teaching and Learning	<i>Educating the Whole Person</i>
College Community	<i>Formation and Wellbeing</i>
Sustainable Presence	<i>Sustainable Community Infrastructure and Resourcing</i>

## POSITION OVERVIEW

The College Admissions and Marketing Officer works with the Director of Marketing and Admissions to assist with the development and implementation of strategies that maximise and maintain communications and enrolments for the College through face-to-face and digital marketing. This position is a member of the Marketing, Admissions and Communications Team (MAC Team).

The primary responsibilities of this role includes effectively managing the delivery of a wide range of administrative support activities and working collaboratively with other professional staff. This position has responsibility for a range of confidential matters requiring the ability to exercise considerable judgement, initiative, discretion and independence.

The employee in this position is required to demonstrate competency involving self-directed application of knowledge with substantial depth in some areas. There are a wide variety of tasks and roles in differing contexts, where there is complexity in the ranges and choices of actions required. Competencies are normally used independently, both routinely and non-routinely. Discretion and judgement are required in planning and selecting appropriate equipment, service techniques and work organisation and training for self and/or others. Work is performed under general supervision and / or broad guidance depending on the function. Responsibility for the planning and management of the work of others may be involved. Supervision and training of lower-level staff may be involved.

## KEY ROLE ACCOUNTABILITIES

Assists the College and the Marketing, Admissions and Communication (MAC) team to:

- Assist with College events initiated by the Principal and/or MAC team.
- Assist in the development and application of technical knowledge to engage with the community.
- Assist with the creation and maintenance of College promotional material including, but not limited to, Website maintenance, College publications, advertising.
- Demonstrate a thorough understanding of Queensland secondary education and Kildare Ministries ethos.
- Compile demographic data to inform relevant contemporary practices for enrolments at Brigidine College Indooroopilly.
- Develop and demonstrate a comprehensive knowledge and understanding of the College's learning programs, approaches, history and traditions, activities, facilities for communication to prospective parents and students.
- Enhance the journey experience for current and future families.
- Oversee a professional Admissions process for potential families and College administration.
- Oversee enrolment processes for each application / family.
- Administrative tasks as required.

## Key Responsibilities

Working under the general guidance of the Director of Marketing and Admissions to:

- Oversee and coordinate student enrolments and prospective student records.
- Assist with the creation of promotional material.
- Assist with organisation of Interview Days and other promotional opportunities to extend enrolment opportunities/experiences with the MAC Team.
- Initiate communication to prospective families, regarding enrolments at the College.
- Assist in the transition of students to enter or exit the College.
- Data entry to ensure all enrolment applications are entered on the College's database in a timely and accurate manner.
- Oversee and respond promptly and in an effective, friendly, and professional manner to all key stakeholders.
- Initiate and manage school tours in a timely and professional manner, supporting all parent and student enquiries in a professional manner.
- Assist with the receipting of application fees / enrolment deposits / program fees and work with the Finance Department to address any outstanding payments.
- Initiate and oversee interviews for future enrolments with the College Leadership Team.
- Respond professionally to initial enquiries and distribute information to prospective families.
- Liaise with feeder primary schools to assist with student transition.
- Contribute ideas and directions for future marketing, enrolment and student retention with the MAC Team.
- Assist with Welcome, Open and Visitation Days, other College and/or community events as required.
- Assist with the creation and maintenance of College promotional material including, but not limited to, Website maintenance, College publications, advertising.
- Assist in the production of statistical / demographic reports to the Director of Marketing and Admissions regarding the status of enrolments as needed.
- Maintain statistics and records on parent and student profiles, applicant and enquiry information, and all other information as required.
- Work with internal stakeholders including; Book room, Uniform shop and IT Department to ensure high-quality onboarding of new students.
- Assist with Leaving process and manage exit interview coordination.
- Any other tasks at the discretion of the Principal.

## Analysis and Reporting

- Maintain and provide statistical / demographic reports to the Principal regarding the status of enrolments each semester.
- Maintain statistics and records on parent and student profiles, applicant and enquiry information, and all other information as required by the Principal.
- Work with the Principal / Business Manager and Director of Marketing and Admissions on deriving quality demographical and statistical information regarding student retention trends with a view to delivering full school enrolment.
- Make proactive improvements to the data collection and entry processes to promote improved reporting.

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- Support the Principal / Business Manager and Director of Marketing and Admissions in the identification of future families which may require financial assistance and/or qualify for scholarship support.
- Strong digital skills – collection of relevant data / trends and communications.
- Complete College Census data collection under the direction of the Deputy Principal. Including but not limited to:
  - Office of Non-State Schools Census
  - Brisbane Catholic Education Census
  - Federal Government Census
  - ACARA return (MCEETYA)

## OTHER KEY ACCOUNTABILITIES

### Student Protection

- Student protection is everyone's responsibility. At Brigidine College all persons undertaking work for or on behalf of the College, have a shared responsibility for contributing to the safety and protection of children. All persons are required to be familiar with the content of our Student Protection documents, including but not limited to Policies, Procedures, Codes of Conduct and Guidelines and their legal obligations with respect to the reporting of child abuse. It is each individual's responsibility to be aware of key risk indicators of child abuse, to be observant, and to raise any concerns they may have relating to child abuse. All individuals are required to fully participate in and understand the content of any training provided.

### Risk Management

- Risk Management is the responsibility of all persons undertaking work for or on behalf of the College. Workers must comply with the risk management roles and responsibilities associated with their position and adhere to Brigidine College's Risk Management Procedures.

### Workplace, Health and Safety

- Actively participate in the promotion of a safe and healthy workplace by performing all tasks in accordance with safety instructions, adhering to responsibilities as outlined in the Workplace Health & Safety Policies, and proactively identifying and reporting all hazards, incidents and injuries to managers.

### Shared Behaviours

- Be committed to the goals, ethos and Mission of the College as a Catholic School in the Brigidine tradition.
- Display a high level of professional competency and ensure that behaviour and personal presentation reflect the College's values and professional expectations.
- Have an awareness of and support for the policies, procedures and practices of Brigidine College Indooroopilly.
- Maintain a high degree of confidentiality in all work-related matters and compliance with organisational policies and procedures.

### Other Duties

- Perform any other duties associated with Brigidine College objectives as reasonably directed by the Principal.
- Provide College reception and student services support as required.

## KEY SELECTION CRITERIA

### Essential:

- Ability to work both independently and as part of a team.
- A valid Queensland Working with Children Check Positive Paid Employee Notice prior to start date.
- Relevant qualifications at tertiary level.
- Exceptional communication skills (written, verbal and customer relations) and a strong focus on stakeholder engagement and relationship management, including the ability to relate easily and effectively to people from diverse backgrounds.
- Ability to creatively use electronic media options in conjunction with digital communication platforms.
- An understanding of the development of digital and web materials, and to creatively use electronic media options.
- Ability to work to tight deadlines with exceptional attention to detail.
- Strong organisational skills with the demonstrated ability to prioritise competing demands and deliver quality outcomes within set timeframes.
- Willingness to engage in professional learning and skills development.

### Desirable:

- Marketing, Communications and customer service background.
- SEO knowledge or willingness to learn.
- Advanced computer and Graphic design skills including Microsoft Office suite, Adobe Creative suite (Indesign, Illustrator, Photoshop and Acrobat) and prior experience using a Client Relationship Management (CRM) system or willingness to learn.
- First aid certificate or willingness to obtain.

## CONDITIONS OF EMPLOYMENT

- 38 hours per week, Monday to Friday 8am – 4pm inclusive of 30 minutes allocated for lunch.
- Term-time working approximately 40 weeks per year. Options may include a week in April, June, September and December holidays in negotiation with Business Manager.
- Some out-of-hours work required to meet communications and admission requirements throughout the year.
- Annual leave (pro-rata) may only be taken during the student holidays period. The College has mandatory closure over the Christmas/New Year period and you will be expected to take this time as annual leave.