



Donvale Christian College

Position Description

Position:	Communications Manager
Accountable to:	Community Relations Manager
Major Relationships:	Senior Leadership Team Head of Business Systems and ICT
Time Fraction:	Part time 0.80 FTE (negotiable)

Application Information:

Applicants are invited to provide a concise curriculum vitae including personal details, church involvement, career experience, academic attainments and addressing the criteria listed in the Position Description. Three referees are required to be listed – included in the three is to be one church reference demonstrating an active faith.

Applications which will be received as advertised until **Friday, 10 June 2022** and should be marked '**Communications Manager**' and sent via email to: employment@donvale.vic.edu.au

The College does not accept unsolicited agency approaches. We expect candidates to apply directly.

Donvale Christian College:

Donvale Christian College is located in the eastern suburbs of Melbourne having opened in 1975. The current enrolment is over 1500 students from Prep to Year 12 and the total number of employees is approximately 300.

Donvale Christian College is governed, as provided for in its Constitution, by the College Board. The Board are elected by the members of the College. The full range of Christian denominations is represented in the parent body of the College. There is no position on the Board elected or appointed by any single church community. The Board is totally elected by the membership of Donvale Christian College Ltd. The Principal is appointed by the Board and together they appoint staff.

Members of the Donvale Christian College community come from many different Christian faith traditions. To ensure a sense of harmony between home and School, the College has adopted a Statement of Faith based on a Christian worldview. All parents and Staff are specifically asked if their faith commitment is echoed in the words of this Statement of Faith and they are requested to indicate agreement when applying for the enrolment of their children or employment at the College.

"Act justly, love kindness and walk humbly with your God." Micah 6:8

Staff members are expected to actively support the Christian aims of the College and to be members of a Bible based worship community.

The College is committed to promoting and protecting the interests and safety of children. We have zero tolerance for child abuse. Everyone working at the College is responsible for the care and protection of children. All potential employees and volunteers will be required to comply with the College's Child Safe Code of Conduct and the College's Child Safe Policy. Applicants are required to provide a valid Working with Children Check/VIT and will be subject to background checking in accordance with this policy.

College Requirements

All staff are expected to:

- Perform their responsibilities in a manner which reflects the College's mission, objectives and philosophy. In particular, staff are expected to role model an active Christian faith that will be demonstrated in part by an active involvement in the wider Christian Church.
- Be Christian role models and examples to all people associated with the College.
- Participate in leading College devotions that involve staff and students and attendance at the staff retreat.

Role

The role supports the College by providing leadership and support to all areas of communication within the College. The Communications Manager ensures that all communication is relevant, consistent and of a high quality supporting the College's commitment to provide an accessible, high-quality, Biblically based education.

The core business of Donvale Christian College is to be a biblically directed learning community. Everyone and everything in this community serves this purpose. Each person in the College community has been gifted by God to make his or her contribution to the learning and teaching for which God has brought the College into being.

Areas of responsibility

- Branding – Develop and manage the College's visual identity through consistent design, language and implementation across College communications, both digital and print, particularly through major pieces such as the prospectus, strategic plan, corporate identity material, and the College website.
- Policies and Procedures – Develop and implement communication related policies and procedures for the College.
- Strategic – Working with the Senior Leadership Team (and their delegates) to support the development, review, and introduction of new communication channels to improve the College's communication to parents (current and prospective), staff and students.

The College's existing communication channels include:

- Social Media – *Facebook* and *LinkedIn*
- Public Website

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- Print Media
- eNewsletters
- *Schoolbox* News & School App
- *Microsoft Teams*
- Consult with Staff – provide strategic communications and marketing advice to staff as they need. Assist staff with planning their own communication projects or events.
- Strategic – Support the story telling of learning at Donvale Christian College. Our Mission, Commitment and Values expresses our unique education offering. This role will provide strategic support to the College in expressing this to our current and future College community.

Essential Duties and Responsibilities

- Design, and produce the yearly printed College magazine, in conjunction with stakeholders from all levels of the school.
- Design and produce major printed communication pieces as required, such as the Strategic Plan, Annual Report and Prospectus. This is done in consultation with the Executive Principal and other key stakeholders.
- Print management of the communication pieces. Identify the most appropriate product, source quotes, provide print-ready files, be responsible for production proofing, and ensure that the printed product is delivered by deadline.
- Manage the content and communication strategy of the College's online presence, developing a program to ensure all content is up to date.
- Plan, produce, and distribute regular newsletters from the College to parents. This includes acting as editor by overseeing the content of the newsletter and maintaining a high standard of writing. Oversee the approval of requests from external parties to advertise in the newsletter.
- Social Media – manage and develop the College's social media channels *Facebook* and *LinkedIn*, posting regularly and responding to messages.
- Support the Director of Teaching and Learning (or delegate) and assist with the management and maintenance of the parent-facing sections of *Schoolbox*, which is the College's learning management system and a key education and communication tool for the College.
- Oversee the College's media management system (currently *Pixevety*), including supporting staff in its use and maintaining gallery infrastructure.
- Oversee the production of video resources for the College, particularly as needed for marketing or College-to-parent communications.
- Write, design and produce promotional or advertising communications as required.
- Oversee the design of any new websites as required.

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- Assist staff with planning events, particularly by producing event material, setting up and administrating *Trybooking*, setting up web pages, and providing pre-event advertising.

Other:

- Operate within the policies and defined business processes of the College.
- Other duties as directed.

Role Requirements:

- High-level graphic design skills, with a keen understanding of both print and digital media and an eye for detail and presentation.
- Strong written and oral communication skills, maintaining a consistency of style and message.
- Excellent organisational skills.
- Comfortable managing communications strategy over a broad range of channels.
- Excellent interpersonal skills.
- Ability to manage projects to completion, from concept to delivery.
- Ability to collaborate on creative projects with other staff members, delivering a product that reflects and serves their needs and vision.
- Commitment to high production values in both print and digital media.
- Working with Children Check (Employee).

Qualifications/Experience:

- Tertiary qualification in communications or a relevant field
- Minimum 3 years' experience in a similar role (desirable)

Technical/Software Competencies:

- Expert in *Adobe Indesign, Photoshop, and Illustrator*
- Highly proficient in the Microsoft Office Suite
- Comfortable with HTML
- *Adobe Premier Pro and After Effects* (Desirable but not essential)

College Expectations

- Support the College's guidelines and policies.
- Implement the programs, teaching practices and other activities as decided by the College.
- Perform their responsibilities in a manner which reflects and responds to continuous improvement.
- Contribute to the efficient and effective functioning of their team\ s in order to meet organisational objectives. This includes demonstrating appropriate and professional workplace behaviours, helping team members if required and undertaking other key responsibilities or activities as directed by one's supervisor.

- Perform their responsibilities in a manner which reflects the College's zero tolerance for child abuse and in accordance with the College's Child Safe policies.
- Familiarise themselves and comply with the relevant College policies including Occupational Health and Safety.

Applications to include:

- Applications which will be received as advertised until **Friday, 10 June 2022** and should be marked '**Communications Manager**' and sent via email to:
employment@donvale.vic.edu.au
- A **covering letter** addressing the essential duties and responsibilities above.
- A concise **curriculum vitae** including personal details, church involvement, career experience and academic attainments.
- A **curated portfolio** of your design work.
- **Three referees** – one must be a **church reference** demonstrating an active faith.

The College reserves the right to interview candidates prior to the advertisement closing date. If you are successful in obtaining an interview you will be contacted by telephone. If your application is not successful, you will be notified by email.