



BRISBANE BOYS' COLLEGE

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| Position Title | Director of School Development and Community Engagement | | |
| Reporting to | Headmaster | | |
| Department | School Development and Community Engagement | Sub Department | |
| Job Type | Fixed Term | Hours per week | 38 hours |
| Location | Brisbane Boys' College, Toowong | Last Review | May 2025 |

Brisbane Boys' College is an established GPS day and boarding school founded in 1902, dedicated to developing boys into worthy leaders and good citizens. Located just four kilometres from Brisbane's centre, we educate students from Prep to Year 12.

PRIMARY OBJECTIVE

The Director of School Development and Community Engagement is a member of the College Executive with oversight for leading the College's community engagement and philanthropic programs. The role requires a passionate and capable communicator to continue building these relationships, to provide guidance and direction, to lead a team of practitioners and to provide leadership support when required.

Reporting relationships

The Director of School Development and Community Engagement reports to the Headmaster and is a key member of the College Executive.

The role will have direct reports through the Business Development, Marketing, Admissions and Community Engagement areas. The incumbent will also liaise with key stakeholders including, PMSA Group Office, Foundation, Old Boys' Association, Parents' & Friends' Association, Brisbane Boys' College Council, Academic and Co-curricular staff, Admissions and Boarding staff.

KEY RESPONSIBILITIES

Strategic oversight of the College's Admissions Program

Ensure enrolment numbers enable sustainability of the College to meet annual budget forecasts.

Lead Open Days, information evening, tours and trial days to maximise participation and building relationships with prospective families.

Co-ordinate the Scholarship testing program including maximizing applicant attraction.

Ensure smooth testing processes and positive parent engagement throughout new family transition.

Oversee the collection and collation of relevant data to inform enrolment and marketing strategies.



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Proactively identify and plan for new enrolment marketing opportunities.

Work with key staff to enhance retention tactics.

Identify Scholarship Bursary and Community placements in conjunction with Executive and other key staff.

Strategic oversight of the College's Marketing and Communications Program

Work collaboratively with the Marketing and Communications Manager to:

Develop internal and outbound communications strategy.

Provide assistance with reputational management and crisis communications.

Provide advice on development and management of brand identity across all platforms.

Develop consultative relationships with the Headmaster and other stakeholders.

Develop and Deliver the College's Community Engagement Program

Oversee the engagement with the College's key stakeholders such as the Old Collegians, P&F, BBC Council, and other Parent support groups and the Alumni Association to ensure positive and productive relationships.

Build relationships with our alumni including identifying and overseeing the organisation of events and activities that seek to engage with our past students, parents and staff.

Develop and manage partnerships to establish mutually beneficial collaborations with local community organisations which aim to increase our brand awareness and enrolments.

Identify and oversee the execution of community engagement initiatives which aim to increase our participation in local community activities or the participation of local community members in our college initiatives.

Build relationships with local community members to create positive experiences and facilitate information sharing about the College.

Develop and Deliver a Philanthropic Focus for the College and Foundation

- Develop and successfully carry out the Fundraising Strategy, working closely with the BBC Foundation.
- Work closely with Chair of Foundation to create annual budget and projections for approval by Foundation.
- Identify, and build relationships with potential donors.
- Secure commitments of donation and/or participation from individuals and corporate donors.
- Ensure the effective use of fundraising databases to drive philanthropic giving.
- Be familiar with the ATO guidelines regarding tax advantages for different types of contributions by potential donors.



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Execute Strategic Agenda

- Inform the development of the College's Strategic agenda.
- Actively collaborate with the College's Executive leadership team to contribute to the College's strategy, business plans and organisational goals.
- Develop operational plans to deliver the College's strategy for each area of responsibility: Admissions, Marketing and Communications, Community Engagement and Philanthropy.
- Cultivate a philanthropic culture amongst the BBC community.

Imbed the College's Purpose, Vision and Values.

- Role model the College's vision and values for students, employees and the broader College community.
- Initiate opportunities to create a culture which deals openly with issues, generates alternatives and innovative solutions and contributes to a place where all members of the community can excel and be respected.
- Nurture a shared sense of purpose and direction by actively promoting the Vision and creating alignment within and between the campuses.
- Demonstrate a passion for learning and how this translates into action.
- Represent and promote the College, its values and the strategic agenda in public forums.
- Participate in the formulation of the College's strategy and its implementation.
- Demonstrate a commitment to the PMSA Christian ethos of the College.

Develop Self and Others

- Provide effective and inspiring leadership by being actively involved in the College.
- Lead the various teams within the Department to deliver the philanthropic, communications, marketing and enrolment strategies and the day to day operational requirements of the department.
- Provide coaching, support and direction to direct reports.
- Assist in developing the College's internal capability, including a high-performance culture, identifying talent focused on excellence and improvement.
- Develop team and individual performance and development plans and conduct regular review.
- Maintain and demonstrate own learning and professional development in teaching and learning, leadership and other areas.

Provide a safe environment for students and employees

- Follow College policies and safe working procedures as required.
- Ensure adherence to all health and safety regulations by self and team.



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- Monitor the health, safety, and well-being of work colleagues to ensure they can undertake their work.
- Report any equipment or situation that is hazardous or has the potential to affect the health and safety of your workplace.
- Ensure adherence to all student safety standards and mandatory reporting requirements.
- Attend all training and maintaining compliance with all child safety legislation, standards and regulations.
- Complete all mandatory training in timely manner.
- Escalate and report all matters related to student safety immediately.

QUALIFICATIONS AND EXPERIENCE

- Relevant tertiary qualifications in Communications or a related field.
- A minimum of 3 years' experience in developing and managing a Philanthropy program.
- Strong experience in creating and nurturing relationships with key stakeholders across a large organisation.
- Fundraising staff management experience at a senior level with the ability to motivate and develop staff to their full capacity.
- Sound knowledge of current issues and trends relating to the Non-State Schools Education sector.
- Extensive experience working within an educational environment with the ability to motivate and develop staff to their full capacity.
- Sound knowledge of current issues and trends relating to the Non-state Schools Education sector.
- Demonstrated ability in developing and managing education sector partnerships.
- Excellent interpersonal, verbal and written communication skills with demonstrated experience building effective working relationships, including being able to consult, negotiate and liaise effectively with a diverse range of people.
- Diplomacy and tact.
- A strong affiliation or understanding of the College's mission and vision.

SAFEGUARDING

At Brisbane Boys' College, Safeguarding is everyone's responsibility and every staff member must adhere to the [PMSA Child Safeguarding Processes](#). We are committed to child safeguarding and protecting the welfare of the children and young people in our care. All children and young people have the right to feel and be safe. At BBC we view safeguarding as an integral element of providing a high-level education, which aims to assist our students to develop into thriving adults who are positively connected to each other and to the communities in which they live and to which they will serve.

MANDATORY REQUIREMENTS

- Adhere to the PMSA Code of Conduct.
- Comply with College policies, procedures, and training requirements, including those related to occupational health and safety, risk management, child protection, and confidentiality.



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- Positively support the College's traditions and Christian ethos.
- It is a condition of employment that the incumbent must apply for and obtain a Blue Card for Working with Children or current registration with the Queensland College of Teachers prior to and while you are employed in the position.

OTHER

It is not the intent of this position description to limit the scope of the role in any way but instead to give an overview of the key responsibilities. All employees may be required, from time to time, to undertake duties that are outside their usual role but within their skills, competency, and capability. The position description is, therefore, a guide, rather than an exclusive or exhaustive list of duties, and is subject to review and modification by the headmaster or his delegate in response to changes in strategic direction, operational needs, and the growth and development of the incumbent's skills and experience.

SIGNATURE

Employee signature below constitutes employees understanding of the requirements essential functions and duties of this position.

Employee signature _____ Date _____

Print Name _____