Ivanhoe Girls’ Grammar School is an Anglican day school strongly committed to single sex education for girls. Catering for students from Early Learning Centre (Three Year Old) to Year 12 with a current total enrolment of approximately 1020 students, 730 of whom are in the Senior School, Ivanhoe Girls’ Grammar School seeks to provide excellence in education within a caring Christian community and to prepare young women for a personally and professionally fulfilling life. The School’s mission is:

_Ivanhoe Girls’ Grammar School aims to provide the best learning and teaching which, underpinned by the Christian philosophy, enables every girl to achieve her potential and to be a confident, optimistic and responsible citizen._

The School provides an academic curriculum, establishing a sound basis for entry to tertiary studies and thus catering for the aspirations of our School population. Students undertake a wide range of VCE subjects in sciences, mathematics, humanities, languages, business, technologies and the arts and achieve outstanding VCE results. Almost all girls choose to undertake tertiary studies after Year 12.

With an open entry policy the School is consequently committed to catering for the range of students enrolled. The Individual Differences faculty assists all teaching staff, providing individual and small group assistance to students in need of additional support as well as providing programs to cater for gifted and talented students.

The School is a leader in providing technology to support the curriculum. Optical fibre cabling links all of the classrooms to a school-wide intranet as well as providing internet access to classrooms, computer laboratories and both the Senior and Junior School areas of the Library. The School operates both Lenovo and Mac based computer resources with class sets of Lenovo notebook computers, MacBooks, iPads and iTouch devices as well as six fully equipped computer laboratories and similarly well equipped Libraries. In addition, teaching staff have an iPad and a notebook computer for use in their teaching, whilst every classroom has an interactive whiteboard. In 2014 all Years 5-9 students will have their own iPad.

A diversity of activities is offered outside the academic curriculum. In addition to House and interschool sporting competitions, students may take part in a wide range of outdoor education pursuits. The School has also gained recognition in music, art and studio arts, drama and debating. The School’s exciting music program attracts the participation of large numbers of girls from Prep to VCE joining a wide range of orchestral, band, ensemble and choral activities. Other clubs and groups such as the International Club and Amnesty International provide opportunities for participation and leadership.

The School recognises the wealth and diversity of cultural backgrounds from which the girls come and the importance of the contribution that each girl makes to her school. The key to the education that Ivanhoe Girls’ Grammar School offers lies in each girl’s personal growth and self-discovery, her knowledge of her strengths and talents which will be extended throughout her adult life.
About the Position

Position Title: Director of Communications and Marketing

Responsible to: Principal

Accountability/Objective:

The Director of Communications and Marketing is responsible for developing and managing the marketing strategy of Ivanhoe Girls’ Grammar School and for ensuring the effective communication of the School messages to both internal and external stakeholders, including the wider community. The role is central to ensuring the School is recognised as a leader in girls’ learning and as the school of choice for girls in the north east of Melbourne.

The Director of Communications and Marketing will manage a small team of three. It is critical that the appointee has a passion for girls learning and while not essential, ideally possess some exposure to the independent school environment. It is also important that the successful candidate has the capacity to engage with staff, communicate the exciting initiatives of the school to stakeholders and ensure the marketing and communications strategy is contemporary both in terms of style and medium (including social media).

Responsibilities

School Mission, Values and Goals

Ensure that all communications, publications and marketing are aligned to and promote the School’s mission, values, goals and strategic plan.

Communication

Develop and implement an effective communication strategy for the School.

Lead and manage the production of the School’s internal and external publications, including:

- Website, Parent Link and intranet (hive)
- Prospectus
- Ivanhoe Girls’ News
- Golden Mitre
- School Newsletters
- School handbooks, brochures, booklets
- Other promotional material as part of a coherent marketing strategy

Manage the School’s online presence.

Marketing

Develop and implement a detailed marketing plan to ensure the School’s future enrolments are achieved at optimal levels.

Undertake demographic research to ensure the School’s marketing program is appropriately resourced, directed and targeted.

Research and ‘know’ the competitor environment including the activities of other schools and education providers.

Promotion and Events

Promote the School through events such as Open Days, School Tours, Scholarships and other events.

Work with staff and the broader School community to develop a knowledge of the School’s activities in order to promote to the broader community in a variety of formats including publications, both internal and external.

Oversee major School events such as Celebration Nights, Official Openings, key anniversaries and Cathedral Services.

Media and Advertising

Liaise with local, state-wide, interstate and international publications to promote the School through editorials, advertisements and advertorials, including oversight of an annual advertising schedule.

Arrange and direct promotional photography to ensure appropriate photographs are available to support all publications, media and advertising.

Community Relations

Oversee liaison with all areas of the School community, including with School Associations and the School’s reunion program.

Assist the Principal in public relations, including dealing with the media, in the event of a critical event.
**Evaluation**

Develop and maintain an effective program of evaluation to enable the ongoing development and enhancement of communication and marketing plans.

**Reporting**

Provide regular reports to the Principal and groups as directed by the Principal, including the Management Team, the School Board, staff and parents.

**Budget**

Effectively coordinate the Communication and Marketing budget, activities and resources so as to successfully meet financial and other targets.

**General**

Maintain and develop links with relevant industry associations.

Take a leadership role in managing the public face of the School, through leadership of their office and also including Reception and the Print Room.

Any other duties as directed by the Principal.

**Skills Required**

- Tertiary qualification in marketing/public relations/communications or other related field
- Excellent communication skills, both written and verbal
- A passion for quality education for girls and the skills to share this more widely
- Experience in communications, marketing and/or promotions and a belief in the importance of relationships both within the School and with the wider community
- Ability to work both collaboratively and independently
- Ability to remain calm and focused under pressure
- Excellent organisational skills and the ability to work to deadlines
- Strong interpersonal skills with demonstrable ability to relate to and lead other people
- Flexibility and confidentiality
- This senior position will require some after hours work

**Skills Desired**

- Knowledge of and experience in the Victorian independent schools sector
- Website design and maintenance skills
- Experience in e-communications

**HOW TO APPLY**

**Applications should include:**

- Name, address and contact details
- Academic qualifications
- Details of relevant experience, achievements and other interests
- Names, addresses and telephone numbers of at least three confidential referees

Applications close Friday 6 June 2014 and should be addressed to:

Rohan Carr  
Director  
The Insight Group  
Level 7, 230 Collins Street  
Melbourne 3000

**Or via email:** applications@insightgroup.com.au