



St Leo's College
(Within the University of Queensland)

Position Description

Position Title:	Marketing, Communications & Advancement Manager
Employment Status:	Permanent Part Time
Date Reviewed:	07 October 2022
Incumbent:	TBC
Date Appointed:	TBC
Terms of Employment:	As per letter of appointment
Hours of work	9.00am – 5.00pm Monday to Thursday* (* negotiable to 32 hours per week) Other times as required in course of duties
Reports to:	Head of College/CEO
Other Key Relationships:	<p><u>Internal:</u> Head of College/CEO (HOC/CEO), Business Manager (BM), Director of Hospitality (DOH), Hospitality Operations Officer (HM), Residential Assistants, Residential Duty Officers, After Hours Duty Officers, Student Club Executive, Registrar, Receptionist, Finance Staff and Residents.</p> <p><u>External:</u> Suppliers, consultants & advisors, Archdiocese of Brisbane and Dioceses of Queensland, University of Queensland and UQ residential colleges, and College stakeholders.</p> <p><u>Clients:</u> Prospective Residents, Alumni, and Friends of St Leo's College.</p>
Direct Reports:	Student Media Officers
Delegated Authorities:	As per Authority & Delegations Manual
Reference Documents:	<ul style="list-style-type: none"> • Letter of Appointment • Organisation Overview, Vision and Mission • Organisation Structure • Authority & Delegations Manual • Policies and Procedures • Code of Conduct • College Handbook



Purpose of the Role

The role of Marketing, Communication and Events Manager exists to:

- Engage with the St Leo's College community including: the Archdiocese of Brisbane and Dioceses of Queensland, alumni, existing Residents, prospective Residents, friends of the College, University of Queensland, UQ residential colleges, suppliers and consultants to:
 - Build and enhance relationships within the College's community.
 - Fundraise.
- Develop and co-ordinate in collaboration with the College Executive, the College's communications and branding, promotion and marketing, and events management activities across its residential, catering and conferencing (hospitality) services.
- Co-plan and coordinate College social and fundraising events.
- Synchronise, oversee and communicate all College events across the College's residential, hospitality, and alumni activities.

Key Responsibilities

The key responsibilities in achieving the purpose of the role are to:

- Assist in formulating and implementing the College's program plans in each of the following areas:
 - Engagement with various sectors of the College's targeted community.
 - Communications and branding.
 - Promotions and marketing.
 - Fundraising.
 - Social activity events of both the College and Residents involving the deployment of College resources/facilities
 - Hospitality activities.
- Create an awareness of these programs through active engagement within the College community.
- Assume responsibility for the management of the College's communication streams, including digital, publications, social media and College calendar.
- Work strategically with the Executive Team to deliver a safe and tranquil environment.
- Undertake other projects as directed by the Head of College/CEO consistent with the purpose and function of this position, notably attendance at certain after-hours events that occur throughout the year.
- Collaborate in the alignment of policies, procedures and protocols to ensure the efficient deployment of College resources, including Staff.



Primary Accountabilities

Strategic Planning

- Develop in collaboration with the Executive Team and Director of Hospitality a strategic plan addressing the following areas:
 - Identification and promotion of the College's point/s of differentiation vs. its competitors across Residential, Hospitality, and Alumni activities.
 - Engagement with various sectors of the College's targeted community.
 - Communications and branding, promotions and marketing programs.
 - Identifying opportunities to complement UQ's strategic marketing direction.
 - Fundraising programs.
 - Social activities: College and Residents involving the deployment of College resources/facilities.
 - Hospitality activities.

Engagement with:

All Stakeholders

- Work collaboratively within the College and in partnership with all key stakeholders, to ensure effective coordination and strong relationships are established, consolidated and enhanced.

The Archdiocese of Brisbane, Dioceses of Queensland and University of Queensland

- Work collaboratively within the College and in partnership with the Archdiocese of Brisbane, Dioceses of Queensland and University of Queensland, as required, to ensure effective coordination and strong relationships are established, consolidated and enhanced.

Resident Community

- Meeting with potential clients, conducting site visits and liaise with the Deputy Head of College and Director of Hospitality to ensure the needs of conference/event clients and guests are met.
- Represent the College at events, functions and other engagement activities including internal or external meetings where required.

Alumni and Other Events

- Working collaboratively with the Executive Team, to oversee and provide engagement and guidance on the Alumni engagement strategy, including developing and delivering College Alumni and Resident events.
- Develop strong working relationship with the current Resident leadership team and their successors.
- Meet regularly with key facilitators and organisations to support the delivery of a comprehensive events and leadership calendar.



Communications & Branding

- Develop, coordinate and maintain the currency of a comprehensive multi-channel communications and branding program for the College, across its Residential, Hospitality, and Alumni activities including:
 - website
 - social media
 - publications – digital and paper
 - photo archives
- Develop, maintain and publish (minimum weekly) the College Calendar to reflect:
 - key academic calendar events,
 - Residents requirements are given priority
 - Student Club organised events as approved by the Executive
 - bookings for conferences, room bookings, visitors etc.
 - deployment of College resources and facilities
- Collaborate with the Deputy Head of College to create a weekly student newsletter for the College (to be submitted by Monday at lunch each week for approval)
- Meet weekly with the Head of College/CEO and Director of Hospitality to discuss communication needs for College and Hospitality events.
- Standardise the styling of all logos and branding across all College departments.
- Develop a program to review and maintain the currency of the College's brand.
- Develop and control the designing of all marketing collateral used by the College for internal and external communication, e.g.: letterheads, business cards, name badges, publications, website content, email signature blocks, internal forms and document templates, visual aids, etc.
- Review and approve the deployment of the collateral in conjunction with the Executive Team
- Control the ordering and distribution of all marketing collateral.

Promotions and Marketing

General

- Develop and deliver in collaboration with the Executive Team a comprehensive social media strategy, to be reviewed annually addressing the College's residential, hospitality, alumni and fundraising activities.
- Attend formal dinners, Open Day, sporting, arts, cultural and other activities to represent the College including creating photographic and video records as required.
- Arrange the photographic recording of College events, activities and other records.
- Act as custodian of the College's photographic, events and promotions equipment.
- Act as archivist for the College's photographic records.



Residential

- Develop and periodically evaluate domestic and international marketing plans in conjunction with the needs of the Head of College/CEO.
- Collaborate with the Head of College/CEO and Deputy Head of College to develop and maintain the College's enrolments recruitment program, including participation in the delivery of that program as required.
- Collaborate with the Head of College/CEO to direct and oversee the development of collateral and presentations to cultivate prospective Residents, current Residents and parents.
- Monitor the branding, communications and marketing of other work streams at the College.

Hospitality

- Collaborate with the Business Manager and Director of Hospitality to direct and oversee the development of collateral to increase functions and events advertising, marketing and bookings.

Alumni and History

- Collaborate with the Head of College/CEO to develop and oversee the delivery of all Alumni and Community collateral.
- Collaborate with archivists, historians and other professionals as required to ensure that the College's material is documented, stored and recorded for future use.

Fundraising - College

- Collaborate with the Executive Team in planning, implementation and reporting of the College's philanthropic fundraising programs and activities, including the development of:
 - Objectives, targets and timelines
 - an alumni engagement program including:
 - fostering the involvement of Alumni in College events and activities
 - build and maintain the Alumni database
- Prepare and update Marketing, Communications and Advancement related policies, procedures and systems for the College, to be adopted by College Council.
- Lead the implementation of fundraising activities such as an annual appeal, a bequest program and play a key role in building relationships that may lead to major gifts.
- Attend all meetings regarding College Fundraising, and meetings of any constituent committees as required.
- Participate in events and meetings sometimes requiring travel and held out of normal working hours as required.
- Actively participate in the UQ residential colleges Marketing, Communications and Advancement group.



Events

Conferencing

- All Conference booking requests are to be approved by the Director of Hospitality prior to confirming booking with client.
- Collaborate with the Head of College/CEO, Director of Hospitality and Receptionist in preparing quotations for:
 - conference/events and guest accommodation enquiries
 - special package rates and identify opportunities to upsell packages e.g.: equipment hire, etc.
- Review Conference prices annually with Head of College/CEO, Business Manager and Director of Hospitality.
- Co-ordinate with the Deputy Head of College to ensure conference and accommodation bookings do not conflict with Residents' needs.
- Liaise with catering Staff to advise of detailed requirements and guest lists.
- Liaise with Administration Staff/Front Office to prepare keys, welcome packs and other required items.

Formal Dinners

- Co-ordinate the planning and delivery of Formal Dinners Liaise with Deputy Head of College, Director of Hospitality and Student Club Executive.
- Attend Formal Dinners.
- Notify the Deputy Head of College, Director of Hospitality of any changes to schedule throughout the day and during the Dinner.

Other Events

- Liaise with the Head of College/CEO, and Deputy Head of College regarding the organisation and supervision of functions for College Council, McKenna Club, Alumni and any formal Functions/Events;
- Under the direction of the Head of College/CEO, organise one off special events as required;
- Open Day – attend and maximise College marketing opportunities
- Promote the College by attending school marketing and career days as required
- Organise and attend (as required) Alumni Events and Formal Dinners.
- Coordinate guest speakers in conjunction with Head of College/CEO for required events.

Administration

- Manage the Marketing, Communications and Advancement Office day-to-day and conduct all appropriate business in relation to the Marketing, Communications and Advancement Office, including the preparation of written reports.
- Collaborate with the Executive Team to develop and align Marketing, Communications and Advancement policies, procedures and protocols to ensure the efficient deployment of College resources.
- Undertake other projects as directed by the Head of College/CEO consistent with the purpose and function of this position.



Competencies & Skills

Essential

- Demonstrate experience (minimum 5 years) in developing and leading successful fundraising programs, including a variety of experiences including major gifts, endowments, bequests, annual appeals as well as working with volunteers to deliver successful, measurable outcomes.
- Demonstrate high-level interpersonal skills with the ability to work with a wide range of stakeholders, including the Archdiocese of Brisbane and Dioceses of Queensland, alumni, College and University Staff, Residents, guests, Benefactors, prospective donors and volunteers in building rapport across multiple demographic and cultural groups.
- Ability to work effectively in a residential student environment.
- Demonstrate high-level written communication skills in order to prepare proposals, write fundraising agreements, strategies, reports, working papers, presentations and correspondence.
- Demonstrate ability to work effectively as part of a team and to work autonomously with limited supervision to achieve outcomes.
- Demonstrate experience in dealing with confidential and sensitive information, influencing, consulting and negotiating.
- Demonstrate a level of financial literacy consistent with the level of appointment.
- Commitment to the College's Mission and in contributing as a member of the St Leo's College team.
- Advanced skills in the use of:
 - MS Office Suite – including Word, Excel, Outlook, Powerpoint and Publisher
 - Adobe Suite – including Photoshop
 - StarRez and/or other customer relationship management systems
 - Mainstream social media and web based communication channels
- Awareness of developments in social media and ability to leverage those opportunities to the College's advantage
- Eligible for child-related employment (Queensland Blue Card)
- Good organisational skills and a capacity to prioritise tasks and manage time effectively
- Ability to work as part of a highly motivated, high achieving team and independently
- Flexibility to attend as required, including after hours on an agreed time in lieu basis
- Member of the Catholic Church or supportive of the Church's ethos
- Current drivers licence.



Desirable

- Experience within a higher education setting, university residential college or not-for-profit development office.
- Demonstrated understanding of OHS, Risk Management and EEO principles, as they apply to this position.
- Relevant degree or post-graduate tertiary qualification/s.

Acknowledgement & Acceptance:

I have read, fully understand and accept St Leo's College requirements of this role as outlined in this Position Description.

Signature

Date

Name (Print)