

# Development Manager

## POSITION DESCRIPTION



<b>Reporting to:</b>	<b>Business Manager</b>
<b>Status:</b>	<b>Full time (5 weeks' annual paid leave)</b>
<b>Tenure:</b>	<b>Ongoing</b>
<b>Salary:</b>	<b>to be negotiated</b>
<b>Location:</b>	<b>Mt Ridley campus</b>
<b>Prepared:</b>	<b>March 2023</b>

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## Position Context

**Hume Anglican Grammar** is a multi-campus co-educational Anglican Diocesan School offering education from Prep to Year 12 in the Northern growth corridor of Melbourne. We aim to provide our students with an education that prepares them for the challenges of life, equips them to contribute to the community in an environment based on Christian values and at a cost affordable to as many families as possible.

Hume Anglican Grammar has an open enrolment policy so educates children from many faiths and with a diverse range of backgrounds and abilities. It has a strong sense of inclusivity and a community-minded focus.

Since 2011, the School has occupied the Mt Ridley P-12 campus of 10 hectares, this site will ultimately have some 1,400 students. In 2019, it opened an 8-hectare second campus in Donnybrook. Commencing with junior primary, each year additional classes and year levels are added so the campus will ultimately have an enrolment of 1,300 from Prep to Year 12. At Donnybrook, the first cohort of Year 7 have commenced, so inaugural secondary students.

In 2023, the School will open its third campus in Kalkallo, as a Primary (P-6) school and as feeder to the Mt Ridley and Donnybrook Secondary schools, it will follow a similar growth pattern to Donnybrook with eventually some 600 students. Last year, the first classes for the new campus commenced and are accommodated at the Donnybrook campus, to soon move to the new site in Term 2.

This year, the school has 2,287 students and employs some 240 staff - 163 teaching and 77 non-teaching. Currently, the student enrolment at each campus is: Mt Ridley 1,400, Donnybrook 672 & Kalkallo 215.

The school is on a growth trajectory and in 2024 is projected to increase to 2,573 students and ultimately have some 3,300 students (Mt Ridley 1,400, Donnybrook 1,300 and Kalkallo 600) with a corresponding cohort of teaching and general staff on its three campuses with plans for further expansion.

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## Purpose of the Position

The Development Manager holds a vital role in the operation of the School with comprehensive responsibility for the planning, oversight, and execution of all aspects of the Development Department, encompassing the areas of student enrolments, marketing & promotion, community relations and communication, and alumni.

The Development Manager will oversee the enrolment procedures of the School and strive to achieve the enrolment targets set by the Principal. They will develop and implement student recruitment and retention strategies that maximise and maintain enrolments in all areas of the School.

The Development Manager manages the marketing strategy of the School and promotes it to the wider community; thus, assisting families in helping them decide that Hume Anglican Grammar is their school of choice.

The Development Manager will build positive relationships within the School community. They encourage engagement by existing parents and alumni to create a welcoming and inclusive culture. The Development Manager promotes and oversees community events and supports projects undertaken to promote the School.

The Development Manager will play a significant role in establishing the School's strategic approach to enrolments, marketing and community engagement. Working with others, they establish and maintain strategies that enhance the direction of the Development Department.

**Hume Anglican Grammar is committed to child safety.** The Development Manager supports and promotes the School's child safety culture. Under the direction of the Deputy Principal, they carry out strategies to embed a culture of child safety and assist in the review of the effectiveness of the strategies and revise as required.

The Development Manager supports and models the School's values and Christian ethos when dealing with stakeholders. They serve as outstanding ambassadors of the School, willingly promote its policies and exemplify its standards. They are part of the General Staff and work proactively and collaboratively in a team environment to support and enrich their collective responsibilities.

The Development Manager has five direct reports: the Assistant Admissions Manager, Media and Publications Coordinator, Coordinator of Community Engagement, Enrolment and Information Officer, and Development Assistant. They work in close partnership with the Senior Leadership Team, in particular the Assistant Principals of the sub-schools. The Development Manager reports to the Business Manager; however, due to the significant part they play in the ongoing success of the school, there is a strong connection with the Principal, and it expected specific direction will be provided.

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## Nature of the Position

This position requires the Development Manager to work outside the regular School hours to attend meetings, events and functions or to complete projects. On occasions, they will be required to be engaged by either their presence or be accessible by telephone/email after hours, on weekends and during public holidays. Availability and a high degree of flexibility to respond to peak work periods is essential.

Responsibilities encompass the whole school over all campuses; therefore, there will be a requirement to travel to other campuses in their private vehicle. Upon commencement, this position will be based at the Mt Ridley campus; however, in the future, part or all of this role may be conducted at other locations.

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## Responsibilities and Duties

Subject to the discretion of the Principal, the Development Manager is responsible for:

### Student Enrolments

- Providing support and direction to the Enrolments Team to ensure to ensure effective management of all student admission processes
- Maintaining and enhancing enrolment procedures through the development and implementation of strategies to cultivate new student enquiries and by providing an efficient, informative and client responsive service to prospective families
- Establishing and maintaining communication with prospective families that is well-timed, precise, helpful and well-coordinated
- Overseeing the management of interviews with prospective students and families, and in consultation with Assistant Principals ensuring the school can meet the individual's needs, whilst also assessing the prospective student's suitability
- Compiling and reporting statistical information, including current student numbers and projections, applications and enquiries
- Overseeing the preparation of statistical data and information to government departments (State and Federal Census; DEEWR; SFOE; CRICOS registration; DIAC) and assist with audit visits arising from the submission of data
- Coordinating the scholarship program including liaison with the testing authority, marketing, managing the testing process, presenting reports and communicating with applicants

- Managing the Enrolment and Information Officer in maintaining the student administration system (Synergetic database)
- Overseeing the provision of up-to-date and regular information to the School Organisation Coordinator, and others, on student movement

#### Marketing and Promotion

- Working in close collaboration with all in the Development Department and Senior Leadership Team to develop and maintain a marketing strategy
- Managing all facets of campus Discovery Tours
- Managing campus Open Days
- Coordinating, and conducting as required, informal family tours
- Providing support and direction to the Media and Publications Coordinator to ensure the effectiveness of promotional material and other advertising
- Facilitating market research and liaising with external marketing consultants as required
- Assisting in the coordination of and representation at special promotional events such as VIP visits, significant ceremonies, family welcomes and orientation events as required
- Assisting with parent engagement events including welcome evenings, information sessions and other celebrations as required

#### Community Relations and Communications

- Provide support and direction to the Coordinator of Community Engagement to ensure a welcoming environment for parents, staff and the wider school community
- Maintaining the closest of associations with the Parents and Friends Association Inc., and supporting them in their mission
- Supporting and encouraging ongoing communication and engagement activities with existing parents in order to maintain contact throughout the enrolment process
- Ensuring a well-crafted relationship is formed and enhanced with alumni which is strong, inclusive and relevant
- Explore potential philanthropic opportunities, and provide advice to leadership as required

#### Analysis and Reporting

- Assisting school leadership with strategic planning
- In collaboration with the Senior Leadership Team, developing and maintaining an innovative and contemporary enrolment strategy
- Providing a detailed and comprehensive analysis of enrolment trends, including reasons for withdrawals, demographics, factors affecting enrolments, patterns and projections to school leadership and governance as required
- Using feedback and information provided by future and current families at enquiry, application, enrolment and exit stages to influence marketing strategies
- Utilising formal (e.g. LEAD satisfaction survey) and informal (e.g. Facebook comments) feedback mechanisms to gauge performance and guide decision making
- Liaising with staff and students to achieve a whole of School approach to how the School engages with current families

#### General

- Directing the day-to-day workflow of the Development Department
- Contribute to the development and maintenance of the school's administrative systems and procedures to ensure efficiency and effectiveness
- Applying the School's Privacy Policy and Australian Privacy Principles in ensuring measures are employed to maintain the strictest level of confidentiality
- Promoting the effective and efficient management and administration of Hume Anglican Grammar by providing support where needed
- Carrying out other duties as directed by the Principal

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## Qualifications, Skills and Experience:

### Essential

- Proven excellence in customer service
- Knowledge of the approaches to managing records and/or database management with accurate data entry skills
- A sound level of technological literacy in a business environment
- Ability to extract and analyse data and create meaningful reports to assist decision making
- Experience managing a team
- Experience working in a role with similar duties
- A current Working with Children Check and satisfactory National Police History Check

### Desirable

- Tertiary qualifications in a field commensurate with the area of responsibility
- Experience using Synergetic Management Systems, SIMON and/or other Learning Management Systems
- Exposure to the practical application of the Australian Privacy Principles (APPs)
- Experience in an education setting
- Involvement in professional communities

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## Personal Qualities

- A friendly, positive, polite and helpful work manner
- A resourceful team leader who is able to operate in a collaborative and inclusive manner
- Proven ability to deliver exceptional customer service and build strong relationships
- Personal sense of initiative, enthusiasm and high energy
- Exemplary communication and interpersonal skills to build relationships with key stakeholders
- Excellent organisational skills, planning, and strategic thinking capabilities
- Support for the educational culture and Christian/Anglican ethos of the School
- Good problem-solving, analytical and reporting skills
- Ability to balance the demands of competing projects
- Commitment to professional learning and continuous improvement
- The highest level of loyalty and discretion, and the capacity to maintain the strictest levels of confidentiality
- Demonstrated interest in ongoing personal professional development

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## Key Selection Criteria

1. Experience working in a role with similar duties.
2. Outstanding interpersonal skills to build relationships with key stakeholders.
3. Excellent organisational skills, planning, and strategic thinking capabilities.

**This Position Description may be altered from time to time at the discretion of the Principal to meet the operational needs of the School.**

