ENROLMENT & COMMUNITY DEVELOPMENT OFFICER

Detailed Role Description

About Mount Annan Christian College:

Mount Annan Christian College (MACC) is a co-educational Prep to Year 12 Christian College in the Macarthur region. MACC is highly valued for its nurturing, caring community, and is recognised as a leader in the implementation of innovation in education, with a focus on developing the potential within each child and positioning them for lives of purpose.

The Role:

Position: Enrolment Development Officer
Reports to: Business Manager & Principal
Department: Marketing & Admissions
Date: May 2016

Primary Purpose:

The Enrolment Development Officer is responsible for the promotion of the College through marketing and community engagement strategies, as well as the day to day administration of student enquiries and enrolments. A key function of the Enrolment Development Officer will be to engage with current and prospective parents through proactively engaging with the broader community, creating and deploying marketing strategies and building relationships with current school families. A primary focus of the Enrolment Development Officer will be to facilitate the effective enrolment and retention of students to ensure the growth and ongoing success of the College. The role will involve both relationship building and administrative duties that support the provision of high quality customer service in the promotion of the College.

Position in Context:

The Enrolment Development Officer is responsible to the Business Manager, who in turn reports to the Principal. The Principal is the Chief Executive Officer of the College and is accountable to the School Board for the management and operations of the College consistent with education objectives, plans and policies approved by the Board.

The Enrolment Development Officer will function with a reasonable amount of autonomy in the day to day operations of community engagement and administrative processes.

Major Activities:

1. Enrolments
2. Promotion of the College
3. Retention of students / families
4. Reporting and administration.
Major Duties and Responsibilities:

1. **Enrolments**
   - Develop, implement and maintain an effective process for entire student enrolment process – from initial contact to student commencement
   - Ensure effective systems are developed to provide timely and professional information to prospective families throughout entire enrolment process
   - Proactively promote the College in the broader community, and with parent, staff and student community
   - Maintain accurate enquiry and enrolment database
   - Proactively follow up all enquiries
   - Hold interviews for prospective enrolments
   - Maintain accurate records of student numbers, reflecting entries and exits and provide reports to Business Manager and Principal.

2. **Promotion of the College**
   - Organise College open days and tours, in collaboration with key personnel
   - Manage bookings for family tours of College
   - Conduct and provide administrative support for Open Days and tours
   - Develop and implement communication and marketing strategies to promote the College in the broader community
   - Proactively engage with stakeholders / influencers in the broader community to strengthen College networks
   - Build relationships with feeder schools in region
   - Identify and implement ideas around College engagement with current and prospective stakeholders

3. **Retention of students / families**
   - Provide exceptional service for families that establishes positive and ongoing relationships with the College
   - Be the primary contact for parents with any questions about enrolment / retention
   - Proactive attendance to and management of day to day enquiries regarding enrolments and withdrawals, including managing parent concerns and enquiries
   - Work effectively with Principal, Business Manager and Executive Leadership to ensure families are provided with assistance and solutions where required to ensure retention
4. **Reporting and administration**
   - Develop and maintain efficient and effective administration systems
   - Efficient and accurate reports on student data and enrolment lists
   - Ensure that all Census obligations are met to maximise the College’s State and Federal Government funding
   - Other duties as required by the Business Manager and Principal.

**Skills and Attributes:**

The successful candidate will possess the following skills, attributes and experience:

- Tertiary qualification in related field (i.e. Marketing, communications, business, PR, or similar)
- A demonstrated commitment to and enthusiasm for Christian education
- Marketing and community engagement experience
- Strong interpersonal skills
- Enthusiastic and hardworking, demonstrating a willingness to learn, take initiative, have a positive attitude, be flexible and be able to work under pressure
- Strong analytical skills
- Accurate in all aspects of work with a high level of attention to detail
- Proficient in Microsoft Office suite
- Excellent written communication skills
- Ability to build excellent working relationships at all levels and be a strong team player
- Preferable to have demonstrated experience and performance within a school environment
- A committed Christian with a strong understanding of their faith
- Ability to assent to the School’s Statement of Faith.

Applicants should complete a College application form and submit it with their CV, professional references and cover letter. For further information, or to submit your application please contact the Business Manager on employment@macc.nsw.edu.au, (02) 4634 7474.

Applications close: Wednesday 15th June 2016

Child Protection screening procedures apply.