



Head of Community Engagement & Development Position Description

2022

Organisation Overview

Carmel School is a leading independent school, located in the suburb of Dianella in Perth, Western Australia. Founded in 1959, the School has built an enviable academic reputation based around the motto “Faith and Knowledge”, which underlies our core philosophy both educationally and as a community school. Carmel is the only Jewish Day School in Perth, with students enrolled from Kindergarten to Year 12. The School is located within easy travel distance of the Central Business District and situated on two adjacent campuses, separated by sporting facilities. Staff travel to the School from all over Perth and are of various faiths and backgrounds.

Purpose

The Head of Community Engagement & Development will report directly to the Principal to achieve the Mission and Aims for the School, as determined by the Board. This position is broadly responsible for developing and implementing the School’s development, fundraising, community engagement and alumni strategies. The Head of Community Engagement & Development will also work closely with the Head of Marketing and Enrolments to maintain the Carmel School brand locally, nationally and internationally.

General Duties

Leadership and Strategy

- Attend any full Board or Board sub-committee meetings as required.
- Develop and implement robust development, community engagement, fundraising and alumni strategies and plans and report back to the Principal and Board on the effectiveness and success of these strategies and plans.
- Consult with and report to the Principal, keeping them informed of all developments relating to fundraising and alumni engagement.
- Lead and drive philanthropic donations to the School, through the execution of an overarching fundraising strategy.
- Lead and drive alumni engagement and re-engagement with the School.
- Manage staff.
- Develop and maintain positive relationships with students, parents, members of the Perth Jewish community and members of other relevant community and government groups as required.

Development

- In conjunction with the Principal, develop, implement and maintain the School’s fundraising and community engagement strategies.
- Oversee and actively engage in the donor stewardship plan.
- Oversee events that link directly to the School’s development and engagement goals, including the annual Business Breakfast, Founders Assembly and other events for significant members of the community.
- Identify and implement fundraising initiatives.
- Run the School’s Annual Appeal and Giving Day.
- Together with the Principal, develop and implement a plan to engage new donors with the School with the goal of increasing philanthropic funding.

- Plan and implement donor and friend-raising events (including annual appreciation events).
- Develop and maintain databases relevant to development activities (eg VIP database).
- Identify, develop and submit (in conjunction with the Principal & teaching staff) applications for corporate, government and philanthropic funding to support the conduct of School programs, events and activities.
- Drive sponsorships and donations for the School working closely with the Principal and the Board.

Alumni

- Together with members of the Carmel alumni group, plan and implement reunion events and activities.
- Drive and organise alumni events and activities and foster the development of an active Carmel School Alumni community.
- Manage and maintain the School's alumni database.
- Develop and implement an alumni engagement plan.
- Develop and manage the Alumni social media presence including the Dorot Carmel Facebook group.
- Cultivate content relevant to the alumni network for broader brand-building purposes.

Administration

- Maintain and own a calendar of development and alumni activities for the School and effectively share and communicate this to all relevant staff, students and families.
- Implement effective event management processes and protocols for high-level (eg Valedictory, Founder's Assembly) events.
- Manage the departmental budget.
- When required, represent the School at relevant community events, and assist with their organisation as/when required
- Maintain a high level of confidentiality and discretion at all times and foster this culture with team members.

Requirements

This position is offered at 0.7 FTE for an initial contract of 2 years (discussions will occur 6 months prior to contract completion around ongoing requirements). Hours are flexible and will be negotiated with the successful applicant.

This position would suit a working parent, or a candidate who seeks to combine this role with other consultancy work. It is expected that functions and promotions will require some after-hours attendance and weekend work.

This position involves working with children. The appointment of a successful applicant will be subject to satisfactory employment screening for child related employment in accordance with the law. The following will be required:

- Hold a Working with Children Check
- Provide or be able to obtain a police clearance
- Meet government mandated Covid-19 vaccination requirements

Skills, Abilities and Personal Attributes

- Support the School's Vision, Purpose and Values as a modern Orthodox Zionist Jewish school.
- Be a passionate advocate for the Jewish day school system and independent schools in general.
- Understanding of alumni engagement, community development and fundraising principles
- A strong understanding of the Jewish community, faith and networks within the Jewish community in Perth or Australia more broadly
- At least 5 years' experience in a similar role
- Possess excellent written communication skills
- Proven ability to work collaboratively and energetically within a dynamic organisation
- Possess self-motivation, creative endeavour and a willingness to accept responsibility
- Be proactive/show initiative
- High level of professional presentation and manner
- Highly developed relationship building and communication skills (both oral and written) and the ability to engage positively at all levels across the School and within the community
- Ability to juggle multiple tasks and use initiative to adapt to various situations in a timely manner
- Flexibility and the ability to adapt and operate effectively in a changing environment
- Experience in education and/or non-profit environment desirable

Carmel School is an Orthodox Jewish Day School. Applicants are not required to be Jewish, however must be supportive of the values and ethos of the Jewish faith.