



Carmel School
FAITH & KNOWLEDGE

Director of Communications & Enrolments Position Description

2024

Background

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.

It is not necessary to be Jewish to work at Carmel School – all applicants are considered, regardless of faith background.

Requirements of the Role

For 65 years Carmel School has had the primary responsibility for educating the Jewish students of Perth and ensuring the successful future of the Perth Jewish community that dates to the foundation of our State. We pride ourselves on both our academic achievements and the exceptional contribution our alumni have on the communities in which they live around the world. We are seeking a Director of Communications & Enrolments with a passion for community-based independent education. This is a role that directly impacts the entire Perth Jewish community and improves the lives of our current and future students and their families. If you are seeking a challenging and exciting job with a strong purpose, this could be for you.

The role of the Director of Communications & Enrolments is to lead the School’s marketing, branding and communication activities with a specific focus on the implementation of the School’s strategic plans for enrolments and retention. The person appointed reports directly to the Principal and will be a key member of the Carmel Leadership Team.

Essential Selection Criteria

- Tertiary qualifications in communications, marketing or a related discipline
- Relevant experience in a communications role
- Demonstrated creativity, exceptional communication and outstanding presentation skills
- Warmth, passion and an ability to create an instant rapport with potential customers/parents

- Demonstrated ability to work both collaboratively and independently, to prioritise and manage a diverse workload
- Experience in strategic and operational marketing and communication plans with an emphasis on brand building and customer acquisition
- Experience in the diverse range of communications required including website, social media and print
- Experience of project management and meeting deadlines
- Experience in developing a high level of communications for a broad audience
- Excellent creative writing, technical language skills and proofreading skills
- Ability to maintain absolute confidentiality and privacy and to exercise tact and discretion
- Ability to lead a high performing team
- Experience managing budgets
- National Police Clearance
- Working With Children Check

Desirable Selection Criteria

- Experience in education or professional services with a strong emphasis on customer facing engagements
- Understanding of independent schools and the WA education system
- Experience working in a school or other educational environment
- Experience working with a Customer Relationship Management system (e.g. TASS/Enrol HQ)

Our ideal candidate will be suitably qualified and experienced, with an established track record of outstanding communications and marketing outcomes. They will be dynamic, creative, and full of the energy and warmth necessary to build a team and connect with the community; exhibiting honesty and integrity at all times.

All candidates who meet these criteria are encouraged to apply, regardless of their faith background.

Employee Value Proposition

For the right candidate, Carmel School offers the benefits of:

A significant leadership role

The opportunity to shape the strategic development of the School

A friendly, supportive, community-focused environment

Salary and leave allowance

We will offer the successful candidate an attractive remuneration and benefits package, including six weeks' annual leave, to be taken during school holidays.

School culture

The School is a community school, priding itself on thriving connections with the community. Students and their families emphasise academic excellence and there is a rich, vibrant and diverse Jewish culture in the School.

Flexible work arrangements

For the right candidate, flexibility in terms of some days spent working from home is negotiable.

Relocation package

In some circumstances, reasonable relocation expenses may be paid for the successful candidate's family to move to Perth.

The role and its purpose

The role of the Director of Communications & Enrolments is to lead the School's marketing, branding and communication activities with a specific focus on the implementation of the School's strategic plans for enrolments and retention.

As a key member of the Carmel Leadership Team (CLT), the Director of Communications & Enrolments reports directly to the Principal and is responsible for the results, efficiency and effectiveness of the School's enrolment, marketing and communications activities and initiatives.

The Director of Communications & Enrolments works co-operatively with the Principal and other staff to achieve the Mission and Aims of the School. This position is broadly responsible for developing, implementing and monitoring the School's communications, marketing and enrolment strategies and plans, as well as achieving the School's enrolment targets. The role also includes responsibility for developing and building the Carmel School brand locally, nationally and internationally with the aim of establishing Carmel as the school of choice for the Perth Jewish community and those looking to relocate here.

Duties

This position description is intended to describe the nature and level of work to be performed; it is not to be construed as an exhaustive list of all responsibilities and duties required.

Leadership and Strategy

- Develop and implement robust marketing, communications and development strategies and plans and report on their effectiveness and success

- Lead and drive enrolments for Carmel School through the execution of a marketing plan
- Consult with and report to the Principal, keeping them informed of all developments relating to student enrolments at the School
- Manage a team of marketing, communication and philanthropy staff
- Work as a member of the critical incident management team
- Develop staff understanding of, and investment in, marketing, enrolment, communications and development initiatives at School
- Develop and maintain positive relationships with students, parents, members of the Perth Jewish community
- Develop and implement the annual school surveys, report back on findings and their impact for the School and recommend resulting actions to the Principal for consideration
- Attend CLT and any Board-related meetings as required
- Other duties as requested by the Principal

Enrolments

- Primary responsibility for achieving the School's enrolment targets
- Maintain and manage the School's enrolment records and projections on enrolments and provide reporting as required
- Prepare for and conduct individualized school tours for prospective families
- Plan events to attract potential prospective families
- Ensure a high level of retention of current families
- Respond to all prospective family enquiries
- Co-ordinate and manage the School database of current and future students
- Oversee the storage and archiving of student records and enrolment papers

Marketing

- Understand, maintain and promote the cultural aims of the School
- In conjunction with the Principal, develop, implement and maintain the School's brand strategy, brand guidelines and resulting promotional materials
- Develop and implement targeted marketing strategies, in consultation with the Principal and CLT, that will generate enrolments for the School and build its reputation in selected markets
- Promote the School by identifying opportunities and formulating and circulating appropriate publicity including media releases
- Manage and implement all campaign activity (eg press, digital, social media) that promotes the brand and delivers on outcomes defined annually in the marketing strategy
- Stay informed on and involved in educational marketing trends and networks

- Plan and oversee major annual promotional and corporate events
- Advertise and promote employment opportunities at Carmel School

Communications

- Enhance and protect the School's image, reputation and public profile
- In consultation with the Principal, develop and implement a media engagement plan with the goal of enhancing the reputation of the School
- Maintain effective communications with students, parents and staff as well as assisting other staff with any communications support as required
- Assist the Principal and other members of CLT as required with written and oral communications
- As required, assist with the organisation of school and community events
- Manage all in-house communication with parents, prospective parents and the Jewish community
- Manage the Content Co-ordinator's production of school publications including the prospectus, newsletters, yearbook, event programs, social media postings and website
- Review key external correspondence
- Develop and implement an annual social media content calendar and plan for the School
- Develop, implement and maintain a written style guide for the School
- Assist with internal communications as required, including developing staff emails and announcements

Administration

- Develop and communicate a calendar of marketing activities
- Develop a full student life-cycle management process and oversee its effective implementation
- Development and implement effective event management processes and protocols for corporate and marketing events
- Transparently report on and communicate enrolments, communications and marketing activities
- Manage the departmental budget
- Manage the annual school photo days
- Manage external partnerships related to communications and marketing
- Maintain absolute confidentiality and discretion at all times, and foster this culture with team members

How to apply

If you have any questions regarding the position, please contact the Principal, Dr Julie Harris, via sarah.callahan@carmel.wa.edu.au

Applications should include:

1. A cover letter of no more than two pages addressing the selection criteria.
2. A curriculum vitae of no more than two pages, including:
 - Full name and contact details
 - Details of academic qualifications
 - Professional experience – career history including past and current roles
 - Contact details for three professional referees
3. A one-page summary of your thoughts and ideas on marketing a school such as ours.

All applications must be sent through the seek advertisement.

Closing date for applications: 28 June 2024

The School reserves the right to appoint a suitable applicant at any time during the recruitment process.