

Community Relations & Events Manager

The Community Relations & Events Manager plays a pivotal role in advancing the School's strategic objectives by cultivating a vibrant sense of purpose and connection within the Queenwood community and extending that spirit to the broader community. This dynamic position aims to elevate the School's ethos and profile in the wider community, foster long-term loyalty among the Queenwood community and stakeholders, leverage expertise and goodwill to benefit the School, and enrich the opportunities available to Queenwood students.

At Queenwood, we recognise that schools are intricate ecosystems with a multitude of important relationships. The Community Relations & Events Manager will engage with a diverse array of stakeholders, including current students and alumnae, current and former staff, current, former, and prospective parents, friends and benefactors of the School, neighbours, local councils and businesses, and community organisations at local, state, and national levels.

The role promises variety and excitement, with occasional requirements for evening, and weekend event attendance, ensuring the Community Relations & Events Manager is at the heart of key community engagements and initiatives.

Reporting and Working Relationships

The Community Relations & Events Manager will report directly to the Director of Advancement and ultimately to the Principal. On a day-to-day basis they will work closely with the Executive staff, Director of Development, Heads of Department, and the Marketing & Communications Team as required.

Employment Type

This is a full-time permanent role commencing Monday 2 September 2024; however, the start date may be negotiable for the right candidate. The position requires onsite presence five days per week. Additionally, you will be expected to attend a range of school activities and events outside of normal working hours.

Role Responsibilities

Alumnae

The Community Relations & Events Manager will:

- Devise, plan, publicise and execute an annual programme of alumnae events (including events for alumnae living outside Sydney).
- Ensure such events maximise attendance by alumnae, generate goodwill towards the School, and engage alumnae not just with each other but with the School today.
- Manage all such events and regularly review their success (including by surveys and other feedback).
- Build and maintain a strong relationship with alumnae.
- Work with the Director of Admissions and Marketing and the Marketing & Communications Manager to develop a strategy for effective communication with alumnae, including:
 - Planning communications across all platforms to alumnae to maximise readership and engagement and meet the needs and interests of alumnae.
 - Ensuring that the stories and achievements of alumnae are appropriately incorporated into communications.

- Providing suggestions and research for stories featuring or of interest to alumnae.
- Devise a strategy to maintain engagement of interested former parents as well as alumnae and incorporate them into alumnae strategies and operations.
- Identify and oversee implementation of an appropriate database for alumnae records, followed by transfer of data.
- Identify gaps in alumnae records and devise and implement a strategy to re-establish contact with those alumnae and record their data.
- Ensure that alumnae records are kept up to date with a high rate of accuracy and conversion from leaving students.
- Use alumnae records to identify opportunities for the School (e.g. potential speakers, advisors, Governors etc.).
- Devise a strategy to strengthen engagement with new alumnae.
- Collaborate with the Director of Development to identify networking opportunities and events which enrich opportunities and strengthen connections between current students, current and former parents, alumnae, and other friends of the School.

School History:

The Community Relations & Events Manager will:

- Be thoroughly familiar with the School's history and a resource for the Principal, Director of Admissions and Marketing and the Marketing & Communications Manager, alumnae, and others.
- Identify key anniversaries and other opportunities to celebrate Queenwood's history and plan events accordingly.
- Devise and execute plans to celebrate major anniversaries, including the centenary in 2025, using these opportunities to maximise stakeholder engagement and raise the School's profile.
- Work with senior staff to ensure the annual entry of names onto the Honour Boards etc.
- Manage and ensure safe and appropriate storage of all School archives and records.
- Devise a long-term strategy for development of archives and use of archival material to support the School's objectives.

Current School Community and Friends of Queenwood

The Community Relations & Events Manager will:

- Offer the Principal and Director of Advancement, strategic advice on developing events and programs to engage current parents and friends of Queenwood to further the School's objectives.
- Devise, deliver and continually review an annual program of events to ensure stakeholder engagement and a strong, positive public profile for the School.
- Liaise with the Director of Admissions and Marketing and the Marketing & Communications Manager and other key staff to ensure that events are well publicised and community relations needs are incorporated into the School's overarching communications strategy.
- Proactively advise the Director of Advancement and Director of Admissions and Marketing and the Marketing & Communications Manager on communications issues from the perspective of current parents.
- Support the Queenwood Parents' Association (QPA) with administrative requirements (e.g. contact lists, handbooks, publicising events) and liaise with them on issues relating to communications and events (but not school operational matters).

School Event Management:

The Community Relations & Events Manager will work with a variety of staff and parents to create a program of successful events supporting strong engagement with stakeholders. Events for which the Community Relations & Events Manager will be responsible include but are not limited to:

- Formal school occasions such as School's Birthday, Foundation Day, Senior Service, Valet Assembly, Speech Day.
- Celebrations and dinners such as Year 12 Formal, Valedictory Dinner, Balmoral Lecture Dinner, Rowing Dinner.
- Audience arrangements for performances such as school concerts, dramatic performances, Carol Services etc.
- Parent and community events such as the Balmoral Lectures, Mothers'/Fathers' Day breakfast, Family & Friends Day, major fundraising events (e.g. Red Shield, 50Km Walk), large-scale Expos/Information evenings.
- Official alumnae events whether on- or off-site.

The Community Relations & Events Manager will also assist in managing other events as needed, including but not limited to events for prospective parents (e.g. orientation, open and introductory days).

In taking responsibility for these events, the Community Relations & Events Manager will ensure that all aspects of planning, communications and implementation run smoothly. Tasks will include:

- booking venues and caterers.
- coordinating printed materials (programs, menus, posters, invitations etc).
- decorations, photography, publicity.
- managing bookings, RSVPs, venues, AV, transport.
- coordinating activities and ensuring appropriate risk assessments.
- hospitality for guests.
- personal attendance to manage logistics (including out of hours).

The Community Relations & Events Manager will also liaise with and assist the QPA and alumnae to ensure that their school-based or large-scale events run smoothly and consistently with the School's requirements.

Other

The Community Relations & Events Manager will:

- Attend a wide range of school activities relevant to the School community (e.g. performances, sports events, extra-curricular activities, community events).
- Where required, photograph/record events (for which basic training in photography will be provided) for use in communications.
- Oversee and liaise with any external users of Queenwood facilities.
- Prepare detailed annual plans and provide regular reports to Director of Advancement on activities and outcomes.
- Undertake other projects or duties as specified by the Principal or Director of Advancement from time to time.

Key Competencies

- The ability to think strategically, develop and implement a detailed vision and contribute to whole-school strategic planning.
- Strong communication interpersonal skills with adults and children from a wide range of backgrounds.
- High level administrative, organisational and event management skills.
- Strong IT skills and the ability to implement data-management systems and processes, including the use of data to underpin strategy development.
- Commitment to providing the highest possible service and attention to detail in the stewardship of community relationships.
- Ability to lead, motivate and manage diverse teams of people.
- Willingness to work flexibly including attendance at events out of normal business hours.
- Understanding of and experience in budget processes and financial controls,
- An understanding of change management and the ability to engage colleagues to bring about sustained change.
- Genuine and demonstrable commitment to educational excellence and an empathy with the ethos and ideals of Queenwood.

Personal Attributes

- Calm, warm, collegial, and professional demeanour.
- Confident, flexible, 'can do' approach with the ability to respond professionally and resourcefully to the unexpected.
- Excellent written and oral communication skills.
- High level organisational and planning skills with strong attention to detail.
- Outstanding work ethic, including a willingness to work flexibly when required.
- Aptitude to coach, motivate and manage people.
- Initiative, maturity of judgment, resilience.
- Ability and willingness to evaluate and critically reflect upon own professional practice.
- Ability and willingness to contribute positively to the wider life of the School and support its values.

Applications

Please email applications and/or send enquiries to: employment@queenwood.nsw.edu.au

Applications should include:

- Your Working with Children number (WWC).
- Resume & cover letter addressing the criteria / position requirements.
- Queenwood Non-Teaching Staff Application Form
- Your email address
- Names and phone numbers of two confidential referees

The successful applicant must be legally permitted to work in Australia and hold a valid working with children clearance.

Closing Date for applications is **9am, Monday 29 July 2024**. Invitations to interview for this role may be extended prior to the closing date and Queenwood reserves the right to reduce the application period and/or remove the job advertisement early should a suitable applicant be found.

Please note that Queenwood does not accept unsolicited applications from Recruitment Agencies. Should we require additional recruitment services, we will be sure to contact our preferred providers.



Statement of Commitment to Child Safety and Wellbeing

Queenwood is dedicated to creating a safe and child-friendly environment for all children and young people in our care. We emphasise a zero-tolerance policy for child abuse and harm, prioritising the best interests of students and their safety. The School is fully committed to complying with child protection laws and regulations, and we aim to foster a child-safe culture. Every member of the school community is responsible for ensuring the wellbeing and safety of all students, with a focus on keeping students' safety paramount in all their actions and decisions.