

SELWYN HOUSE SCHOOL TRUST BOARD

JOB DESCRIPTION

JOB TITLE

Marketing and Advancement Lead

REPORTING TO

Director of Operational Services

FUNCTION PURPOSE

The purpose of Marketing and Advancement is to strengthen the school's reputation and expand opportunities for students through enrolment, scholarships, marketing, and advancement initiatives. By driving student growth, brand visibility, and new streams of support, this function contributes directly to the school's long-term sustainability, strategic positioning, and growth.

Key responsibilities include:

- Student Growth
- Student Enrolment and Scholarships
- Marketing and Brand
- Revenue Diversification (Advancement)

ROLE PURPOSE

Reporting to the Director of Operational Services, the Marketing & Advancement Lead delivers the initiatives that secure the school's future through student acquisition and revenue growth. By attracting new students and diversifying income beyond tuition, the Lead ensures that marketing and advancement activities strengthen the school's reputation and long-term sustainability.

Key Responsibilities:

- Marketing and Brand Planning
- Digital Marketing
- Student Growth
- Enrolment and Scholarships
- Monthly reporting to Director of Operational Services

- Revenue Diversification (Advancement)

In carrying out all responsibilities, the Marketing and Engagement Lead upholds the vision, values, and high standards of Selwyn House School, demonstrating integrity, professionalism, and a commitment to a culture of excellence.

Functional Reports

- Enrolments Coordinator

While lead roles maintain functional reporting lines, all positions operate under the Director of Operational Services overarching leadership and strategic direction.

FUNCTIONAL RELATIONSHIPS

Internal:

Principal and Senior Leadership Team
 Director of Operational Services
 Teaching Staff
 Communications and Engagement Lead
 Finance Manager, and team
 Property Manager, and team
 Head of ICT Services
 Administration Lead and EA, and team

External:

School Partners, Donors, Funders, Corporate Sponsors, and Strategic Partners.
 External Providers/Suppliers
 External Support Agencies
 School Community

SPECIFIC DUTIES & ACCOUNTABILITIES

Marketing and Brand Planning

- In consultation with the Director Operational Services, develop and deliver annual marketing and brand plans aligned with the school's strategic goals, vision, and values.
- Lead the brand strategy and external positioning of the school, ensuring promotional campaigns, enrolment marketing, and advancement activities align with brand standards.
- Partner with the Communications & Engagement Lead to ensure consistency in community-facing communications and brand positioning.
- Lead the design, implementation, and evaluation of marketing campaigns that highlight the school's distinctiveness and strengthen its reputation.
- Analyse campaign results and audience insights to inform continuous improvement and optimise outcomes.

- Manage the marketing budget, ensuring initiatives are cost-effective and aligned with strategic priorities.
- Produce & manage marketing collateral including prospectuses, promotional materials, web content, and other resources.
- Produce & manage the school yearbook
- Develop strong relationships with Teaching staff and students.

Digital Marketing

- Update / manage / maintain the School Website.
- Lead the school's digital marketing campaigns and prospective-student channels (e.g. website landing pages, recruitment campaigns, targeted social media advertising).
- Apply digital marketing tools (SEO, analytics, online advertising) to reach and engage target audiences, including prospective and non-enrolled students.
- Monitor digital performance metrics and recommend improvements to optimise reach and impact

Student Growth

- Deliver initiatives to attract, recruit, and retain students across local, national, and international markets.
- Deliver marketing campaigns, events, promotions, analysis, and reporting to meet growth objectives, with a focus on prospective and non-enrolled students.
- Build and maintain relationships with feeder schools, international agents, and key partners to create and expand enrolment pathways.
- Conduct research to identify enrolment trends and prospective family needs, informing tailored recruitment strategies.
- Utilise the prospect database to ensure accurate, actionable data informs marketing and advancement activities.

Student Enrolment and Scholarships

- Support enrolment forecasting and planning through accurate data and insights.
- Oversee the enrolment database (CRM), ensuring accuracy and integrity to support recruitment outcomes.
- Work with the Deputy Principal, SLT, and relevant staff to align enrolment systems and processes with school objectives and compliance requirements.
- Ensure marketing initiatives are integrated with enrolment objectives for consistent messaging and impact.
- Oversee end-to-end management of the scholarship programme in line with policies and procedures.
- Track enrolment and scholarship outcomes, providing reports, insights and recommendations for continuous improvement

Revenue Diversification (Advancement)

- In collaboration with the Director of Operational Services, develop and deliver annual advancement initiatives that support revenue diversification.

- Build relationships with donors, funders, sponsors, and strategic partners to support advancement initiatives and revenue diversification. (Community engagement e.g parent, alumni, SHPA are led by the Communications & Engagement Lead).
- Identify and secure new revenue opportunities, including fundraising, grants, sponsorships, and partnerships.
- Design and deliver targeted initiatives that align with the school's mission, values, and advancement priorities.
- Maintain accurate databases and records of funding applications, outcomes, and agreements to support decision-making.
- Use stakeholder insights and data to inform strategy and measure the impact of advancement activities.

Functional Line Management

- Work in conjunction with and provide guidance as required to the Enrolments Coordinator.
- Monitor the effectiveness and accuracy of marketing, enrolment, and advancement processes, ensuring alignment with school goals and values.
- Conduct regular check-ins, feedback sessions, and professional development planning to build capability.
- Ensure adherence to agreed processes, policies, and compliance requirements, addressing issues promptly and identifying opportunities for improvement.
- Foster a high-performing, innovative, and service-focused culture.
- Provide back-up support for key communications, engagement, and enrolment functions as required

GENERAL DUTIES

- Be punctual and work the hours and times specified.
- Prioritise workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
- Support and help develop a positive workplace culture.
- Demonstrate excellent interpersonal communication skills.
- Responsibly manage all business resources within accountability levels.
- Undertake all duties and responsibilities outlined in this job description and all other duties that may reasonably be required by the business.
- Comply with all employment obligations.
- Promptly undertake to complete all reasonable and lawful instructions and directions given.
- Serve the business in good faith, promoting and protecting the business's best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfilment of the duties, responsibilities, obligations, and instructions related to employment.
- Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.

SKILLS EXPERIENCE & EDUCATION

Essential

- Tertiary qualification in marketing, fundraising, or a related field.
- Proven experience delivering marketing, brand, enrolment, or advancement initiatives within a strategic framework, ideally in an education or not-for-profit environment.
- Demonstrated expertise in digital and traditional marketing, including website management, content creation and analytics.
- Experience in recruitment campaigns, including international markets, or in securing partnerships, sponsorships, or donations that support organisational growth.
- Knowledge of fundraising and advancement principles, including donor engagement, stewardship, and relationship management.
- Experience using CRM or systems to support recruitment, forecasting, reporting and digital marketing campaigns.
- Strong analytical skills, with the ability to interpret data and insights to optimise marketing, enrolment, and advancement outcomes.
- Proven ability to manage multiple projects simultaneously, meeting deadlines and budgets.
- Excellent communication skills – written, verbal, and visual – including the ability to prepare reports, deliver presentations, and influence stakeholders.
- Demonstrated relationship-building skills, with the ability to engage diverse stakeholders including students, families, donors, agents, and community partners.
- Experience in supporting staff to achieve high performance and deliver high-quality outcomes

Desirable:

- Experience in a school, educational, or community-focused environment.
- Understanding of the Independent School education sector and its regulatory, cultural, and community context

Remuneration / Package:

- 1 FTE, 8.00am - 4.00pm with a 30 minute unpaid lunch break
- Expected salary for this position is \$92,000 per annum.
- Entitlement to receive a 2% end of year bonus linked to mutually agreed performance KPIs.
- 4 weeks annual leave per annum.
- Mobile Phone, phone plan & laptop
- Employee wellbeing including daily morning tea, yearly flu injections etc
- Working hours may be adjusted to 9:00am – 3:00pm during Term breaks , subject to operational requirements
- Approval to work from home one day per week during Term breaks - subject to manager approval