

Position Description

Moore Theological College's:

Vision is: to see God glorified by men and women living for and proclaiming Jesus Christ, growing healthy churches and reaching the lost

Mission is: to provide excellent evangelical theological education

Values are: Christian faith, integrity, grace, service, community, scholarship, gender complementarity, freedom of enquiry and integration

Position Title:	External Engagement Manager
Industrial Instrument and classification:	Educational Services (post-Secondary Education) Award 2010, General Staff Level 9
Reports to:	Chief Operating Officer
Primary Purpose of Position:	Develop, implement and manage the Moore College student recruitment, marketing, communications and fundraising strategy, including oversight of the alumni network, supporting capital campaigns and the foundation.
Special tools/equipment or conditions:	General office equipment Customer Relationship Manager (CRM) – Salesforce Attendance at some out of hours events may be required.
Relationships:	Internal: Principal Vice Principal and Faculty Foundation Manager Fundraising Officer Digital Producer/ Designer Operations Team Finance Team Centre Directors (CGM, CMD, CCL, PAA) Alumni committee Current students
	External: Sydney Anglican Diocese External providers Suppliers Alumni Networks e.g. GAFCON, TGCA Donors

Number of staff under supervision:	6
Budget and/or revenue accountable for:	Marketing, communications and foundation budget
Selection Criteria	
<p>Essential Criteria:</p> <ul style="list-style-type: none"> • tertiary qualifications in marketing, communications or relevant field • minimum 5 years' experience in a similar role • demonstrable experience in driving revenue growth for a not-for-profit • experience in developing strategies to diversify funding sources • experience in CRM development • excellent presentation and relationship management skills • strong communication skills, both written and verbal • well-networked within Christian circles • understanding of the Sydney Anglican diocese and Moore College • a team player with a hands-on approach • ability to support and promote the Christian Vision, Mission and Values of Moore College 	
<p>Desirable Criteria:</p> <ul style="list-style-type: none"> • experience in the higher education sector • qualification in theology 	
Acknowledgement	
I understand and accept the responsibilities as outlined in this position description.	
Name	
Signature	
Date	

Key Accountabilities		
Key Performance Area	Key Tasks	Performance Indicators
Quality		
Communications	<ul style="list-style-type: none"> oversee and implement the College's communications strategy write copy for the College's major publications, both print and online provide input to the external engagement team on web content and direct mail initiatives 	<ul style="list-style-type: none"> communications schedule is maintained
Boards and Committees	<ul style="list-style-type: none"> oversee the work of the Foundation, and chair the Alumni Committee 	<ul style="list-style-type: none"> Boards and committees are functioning as per the constitution
Alumni relations	<ul style="list-style-type: none"> sit as Chair of the Alumni Network develop and implement the College's alumni strategy 	<ul style="list-style-type: none"> oversee the strategic growth of the Alumni network by 10-20% per annum
Marketing Strategy & Branding	<ul style="list-style-type: none"> develop an integrated marketing strategy and plan ensure all media and marketing material is consistent with Moore College identity, theological foundations and ethos 	<ul style="list-style-type: none"> effectiveness of all media and communication collateral as measured by media indices, response from clients, consistency of messaging in accordance with institutional ethos, strategy and priorities ensure quality and consistency of brand is at the centre of all media and communication used

Key Performance Area	Key Tasks	Performance Indicators
<p>Fundraising</p>	<ul style="list-style-type: none"> • co-ordination of the fundraising team and College effort for fundraising • in collaboration with the Principal, Operations Manager and Marketing Manager, develop a strategy for the College to generate its own sources of revenue and increase its sustainability • develop and implement partnership activities that increase awareness of MTC and its impact • represent MTC at various meetings, including with current and potential donors • develop and support programs for: <ul style="list-style-type: none"> - Church engagement - Alumni - Endowment - Bequests - Capital - Trusts, foundations, grants - General partnerships • collaborate with the Principal, COO and Directors of Centres • work with the Principal and other stakeholders to lead the planning and implementation of key fundraising events • manage and build a portfolio of current funding partners and donors • maintain accurate donor/activity records and ensure CRM is current 	<ul style="list-style-type: none"> • clear and transparent co-ordination of activity • processes that enhance communication and avoid duplication • achieve identified fundraising targets for individual strategies

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Influence		
Relationship management	<ul style="list-style-type: none"> • to maintain the existing level of donations to the College • to ensure additional levels of partnerships to financially support College objectives and strategies • in conjunction with key constituents; identify, target and develop appropriate relationships that are aligned to the growth strategy of the organisation • collaborate with key stakeholders across the organisation including Centres 	<ul style="list-style-type: none"> • number and value of new and existing donors • securing and developing sponsorship for fundraising events • ROI of fundraising events
External Relationships	<ul style="list-style-type: none"> • liaise with government, diocesan bodies, the industry peak body and other external bodies as required • keep College management informed of industry, government policy or legislation changes which may impact the College 	<ul style="list-style-type: none"> • maintains professional relationship with external bodies • changes and trends are reported regularly
Internal Communication	<ul style="list-style-type: none"> • ensure that relevant information regarding external engagement matters, plans or issues are effectively communicated to key stakeholders, including faculty and staff • ensure that organisational and departmental information is communicated to the team in a timely manner • ensure that team meetings are held regularly. 	<ul style="list-style-type: none"> • stakeholders are kept informed • management decisions are communicated to the team as soon as practicable • Board/ committee decisions are communicated to the team as soon as practicable • regular team meetings are held.

Key Performance Area	Key Tasks	Performance Indicators
Cross unit cooperation	<ul style="list-style-type: none"> ensure collaboration between the department with other departments as required provide information to other teams as required communicate team issues, needs or plans with other departments in a timely manner to ensure any potential impacts have been considered or planned for provide support to management where appropriate 	<ul style="list-style-type: none"> other departments are aware of potential impacts of department plans information is provided accurately and in a timely manner
Capacity		
Digital Marketing	<ul style="list-style-type: none"> oversee the College's digital 'online' presence and brand manage the College website content develop social media strategy, plan and oversee implementation of ongoing activity to enhance the profile of the College to specific target groups (internal & external) ensure Moore College has an effective and well maintain digital presence with quality content that drives engagement, enrolments and revenues 	<ul style="list-style-type: none"> build and implement strategies to increase traffic, hits, followers, and the reach of blogs and forums amongst target groups enhance positive engagement and feedback from key partners and followers web site provides relevant, accurate and up to date info at all times and encourages target groups to interact and engage with MTC on a regular basis
Student Recruitment and Community Engagement Events	<ul style="list-style-type: none"> develop and manage the external Student Recruitment strategy provide internal and external marketing and communications support and media advice for events (creative, planning, design, production or distribution) 	<ul style="list-style-type: none"> ensure Moore College is present and promoted at key events. ensure Moore College display signage is updated and in good condition. ensure Moore College Sunday is run effectively
Capital Campaigns	<ul style="list-style-type: none"> oversee the development and implementation of the capital campaign for major projects 	<ul style="list-style-type: none"> campaign achieves agreed targets

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Sustainability		
Fundraising Strategy	<ul style="list-style-type: none"> • to develop and implement a three year plan to achieve a total annual donation income of at least \$5 million per annum • establish and implement an endowment program to support Faculty appointments and scholarships • establish and implement a bequest programme • establish and implement strategies for effective church engagement • sourcing and evaluating grant opportunities • conducting research to identify potential funders in new and existing markets • identifying, targeting and developing other relationships that are aligned to the growth of the organisation • department plans are developed, implemented and reviewed regularly in order to contribute to and support the achievement of the strategic plan • develop a continuous improvement approach within the department • work with Moore College senior management to reflect the alignment between the College calendar and the funding development priorities 	<ul style="list-style-type: none"> • annual fundraising program in place incorporating at a minimum, programmes for the following are in place and effective: <ul style="list-style-type: none"> - Church engagement - Endowment - Bequests - Grants, trust and foundations - General partnerships • direct campaigns including peer to peer, workplace giving and direct mail • funds raised meet budget forecasts • department plans are developed and reviewed annually • department plans are managed within the approved budget • improvements are implemented annually • engage with decision makers at all levels of the organisation
Student Support Fund	<ul style="list-style-type: none"> • approve Student Support Fund applications and supervise advice from Alumni Officer 	<ul style="list-style-type: none"> • oversee approval of Student Support Fund applications • oversee work of Alumni Officer in growth in scholarship funds

Key Performance Area	Key Tasks	Performance Indicators
Planning	<ul style="list-style-type: none"> • department plans are developed, implemented and reviewed regularly in order to contribute to and support the achievement of the strategic plan • develop a continuous improvement approach within the department 	<ul style="list-style-type: none"> • department plans are developed and reviewed annually • department plans are managed within the approved budget • improvements are implemented annually
Reporting	<ul style="list-style-type: none"> • provide reports to senior management and Governing Board as required • provide recommendations for strategic initiatives as required • provide regular updates to the management team 	<ul style="list-style-type: none"> • reports are submitted on time • managers are updated regularly

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General		
People Management	<ul style="list-style-type: none"> • be responsible for the management of the team, including but not limited to: induction, performance reviews, regular feedback, leave management, probation management, and employee exit • conduct all People and Culture processes in line with the relevant College policies and procedures • consult with the People and Culture Manager for people issues as they arise. • ensure knowledge, information and decisions are regularly communicated to the team • develop a positive team culture 	<ul style="list-style-type: none"> • People and Culture processes are followed as per timeframes in the relevant procedures • staffing issues are addressed as soon as they arise • team members are equipped with the knowledge and information to effectively do their role.
Community	<ul style="list-style-type: none"> • demonstration of and personal leadership in enacting the College's values • demonstrate leadership in making positive contributions to the organisation's culture • work collaboratively with other teams • encourage teamwork and foster good communication with other teams • actively participate in team and staff meetings 	<ul style="list-style-type: none"> • participation in team and staff meetings • encourage all staff to contribute to team and staff meetings • encourage all staff to contribute positively to the organisational culture

Key Performance Area	Key Tasks	Performance Indicators
Risk and Compliance	<ul style="list-style-type: none"> • ensure team compliance with WHS legislation, policy and procedures • demonstrate leadership in promoting and raising awareness of WHS in the College community • contribute to the maintenance of a safe, clean working environment • ensure compliance with College policies and procedures, applicable legislation and regulatory frameworks • ensure risk is managed appropriately within team activities • ensure department records are managed within the policy requirements 	<ul style="list-style-type: none"> • evidence of participation in WHS activities, e.g. fire training, as required • risk assessments are conducted prior to new activities being undertaken • WHS is promoted within team meetings • team attends WHS training • evidence of risk management in work activities • when applicable, department documents are regularly updated in TRIM
Professional Development	<ul style="list-style-type: none"> • maintain currency in key competencies • attend internal and external training as required • promote and encourage professional development within the team • participate in an annual performance review • conduct annual performance reviews as required 	<ul style="list-style-type: none"> • competencies remain up to date • evidence of participation in internal and external training • team members are engaged in professional development annually • performance reviews are conducted annually