



**ST. PETER'S**  
Anglican Primary School



# **Position Description**

## **Registrar**



## **Vision**

- St Peter's will strive to provide an inspiring, nurturing and dynamic learning environment, underpinned by Christian faith and with a focus on a strong academic curriculum.

## **Motto**

- Life through Christ

## **We seek to achieve the following goals:**

- Appoint exemplary Christian classroom and specialist teachers
- Pursue academic excellence
- Promote in students a love of learning, pride in their individual and collective achievement, and a strong work ethic
- Encourage students to fully extend their skills and talents, and to constantly challenge the limits of their abilities
- Develop superior skills and knowledge in Information Technology
- Provide opportunities for students to develop a high level of proficiency in Sport, Debating, Public Speaking and Creative and Performing Arts
- Commit to a nurturing system of pastoral care that is dedicated to the support of individual students and their families
- Develop in students a strong sense of service to others and to the community

## **We encourage all our students to:**

- Develop an understanding of the Gospel message and the impact of serving God in their lives
- Develop their full intellectual, social and physical abilities
- Think critically and creatively
- Develop enthusiasm and respect for learning
- Show respect for and courtesy towards others
- Learn the value of working together
- Learn to appreciate the importance of service to others
- Show initiative and develop qualities of leadership within the school and wider community
- Develop a global perspective and the ability to adapt to change
- Appreciate the joy of living in a spirit of thankfulness to God



## Role Description

Responsible to: Headmaster

Effective Date: 2019 or sooner by negotiation

**Main Objective:** The Registrar has an overall responsibility for the management of marketing, public relations, enrolment and community engagement in a manner consistent with the brand and the strategic direction of the St Peter's Anglican Primary School, as directed by the Headmaster.

The Registrar will work as part of the Campbelltown Anglican's School Council Community Development Team. The Registrar plays a pivotal role in promoting the School with a particular focus on identifying and attracting prospective families and securing and maintaining student enrolments. They will develop and maintain coordinated and integrated marketing and communication programs to enhance the School's image and reputation.

Due to the nature of the role, some duties will need to be performed at times other than business hours, including after hours, in the evenings and on the weekends.

The Registrar will also play a pivotal role in promoting the School within the existing School community and retention of enrolments.

FTE: FTE 0.8 or 1.0

Hours: As discussed with applicant

Salary: The industrial Instrument that currently applies to this position is "*Independent Schools (NSW) Support Multi-Enterprise Agreement 2017*"

Dress Code: St Peter's Anglican Primary School requires staff to dress in a professional manner, fitting of an independent school. Further details will be provided to the successful applicant.

As a member of the Admissions Team, you will be encouraged to wear the Corporate Uniform. To assist with this, a jacket, shirt and pants or skirt will be supplied. Additional items can be purchased from our School Shop at a reduced price.

Reports: Assistant Registrar



## Major Responsibilities:

The Registrar is responsible for planning and delivering innovative, proactive and engaging communications. With digital social media and also more traditional experience, you'll promote St Peter's Anglican Primary School by informing, engaging and inspiring people around our story of innovative education.

Subject to the discretion of the Headmaster, the Registrar is responsible for marketing, community engagement and enrolments. The Registrar forms part of the School's Executive Leadership Team.

## Selection Criteria:

### 1. Qualification and experience

- Tertiary qualification in a marketing, public relations, journalism, communications or like discipline or teaching qualifications with interest/expertise in marketing/administration
- A proven understanding to use social media strategically to promote the life of the School
- Relevant marketing, public relations, community development or promotional experience
- Extensive knowledge of strategic marketing, media and promotional approaches
- Outstanding customer service and strong communication skills (both telephone and face to face)
- The ability to effectively communicate positively with a wide range of stakeholders
- The ability to deal with confidential information in a sensitive and professional manner
- Time management, workflow management and planning skills to ensure deadlines are met
- Strong attention to detail and accurate record keep and database management skills
- A strong understanding of digital platforms and the social media landscape
- Ability to work autonomously, be self-motivated and proactive
- Team focus, show initiative and dedication and flexibility
- Sound ability to create and manipulate digital graphics for print and web environments

### 2. Desirable

- Experience in Student Enrolment Management Systems (Sentral), or similar/desire to learn
- Experience in using the Adobe Creative Suite including –
  - Photoshop
  - Acrobat
  - In Design
  - Illustrator
- Previous experience of working in the Education sector preferred



## Specific Responsibilities

### Enrolments

- Preparation and scheduling of school tours
- Communication with the parent community
- Draft written correspondence for the Headmaster's signature
- Manage waiting lists
- Communicating and handling enrolment enquiries
- Meet with parent community and conduct preliminary discussions with prospective parents
- Arrange interviews for future enrolments in consultation with Executive Assistant to the Headmaster/Compliance Manager
- Maintain statistical information regarding enrolments, growth and other information as required by the Headmaster and provide monthly reports
- Liaise with Corporate Office in relation to enrolments and withdrawals
- Management of Scholarships

### Management of Student/Family databases/records

- Management of computerised database/register – Sentral
- Completion of School Census for Enrolments
- Student information roll over each year in consultation with the Administration Manager and Directors

### Customer Service

- Respond promptly and in an effective, friendly, sensitive and professional manner to all enrolment enquiries, whether received verbally, by telephone, letter or by email. Follow up as required with prospective parents to secure applications leading to prospective enrolments.
- Follow up with prospective families after they attend school tours
- Liaise and communicate with teaching staff in relation to new arrivals and students withdrawals.

### Events (Enrolment)

- Coordination of Prep and Kindergarten Information Night, Kindergarten and Prep Orientation Days
- Coordinate the standardise testing process for new Kindergarten students in consultation with the Director of Junior Primary
- Provide New Student lists and information for New Student Orientation Afternoons
- Staff information stalls in shopping centres/fairs and answer questions about the School



## Marketing/Community Engagement

- Initiating, developing and implementing innovative marketing strategies to build and sustain student enrolments to meet the Schools objectives and the School's strategic priorities
- Developing and maintaining an effective communication plan and communication cycle to drive stakeholder engagement
- Producing a yearly marketing, advertising and School promotional plan, establishing key performance indicators to measure and track the success of campaigns
- Updating and optimising our Schools website to provide a user-friendly experience
- Work closely with key Executive staff to implement a communications plan to meet the School's strategic marketing and internal communication objectives
- Developing and managing the annual marketing budget
- Participate in business improvement projects such as coordinating research, surveys, and focus groups, and information system enhancements
- Monitoring trends and conducting regular, relevant market research and using this knowledge to develop, implement and measure the success of a comprehensive marketing plan
- Complete regular competitive analysis of all social media platforms and prepare reports for consideration of the Principal
- Keep abreast of all current and new multimedia and social media platforms, monitoring opportunities and trends and make recommendations for continuous improvement while applying best practice thinking
- Oversee the development of the School's corporate and marketing image, ensuring a consistent and innovative presence in the education market place
- Guardianship of the School's brand and visual identity ensuring compliance with style and standards
- Managing and overseeing the design and ongoing operation of constantly updated School's website and social media presence
- Ensuring all media coverage obtain is promoted in a number of areas including but not limited to website, newsletters, memos, bulletins to key stakeholders
- Management and overseeing of School publications ie Petros, Schools Yearly Calendars, Annual Report, Strategic Plan etc
- Fostering and building relationships with staff to ensure a consistent and integrated marketing approach across the School
- Ensure privacy legislation is strictly and consistently adhered to
- Liaising with publishing agents in the production of all advertising and promotional material
- Producing and maintaining a digital content library consisting of advertising copy, photographs, audio-visual and editorial for publication for print, radio and news media
- Designing, managing and coordinating the production and distribution of all collateral ensuring continuous progression and strengthening of the School's brand and image
- Review School branding and style guide on a regular basis and make recommendations for improvements or change as appropriate
- Ensure staff are informed of branding requirements and adherence to style guide and monitor compliance
- Promoting the profile of St Peter's Anglican Primary School's Community and externally to the wider community



## Specific WHS Responsibilities

You have a responsibility under WHS legislation to take care of your own health and safety at work. It is also your responsibility to ensure that your activities do not adversely affect the health and safety of other persons – for example your co-workers, students, parents or other persons that you may come into contact with at work.

You must cooperate with St Peter's Anglican Primary School to ensure that your workplace is safe and without risk to health. This includes, but is not limited to:

### Executive

- Demonstrate active and visible leadership in WHS risk management. Identify hazards or WHS risks associated with different jobs, tasks and projects and assess the risks to the health and safety of those involved. Conduct this risk identification and assessment in consultation with those involved or affected.
- Inform staff, students and others of WHS requirements and expectations, directing them to relevant information. This may include induction, on-the-job instruction and specific WHS training.
- Promptly address WHS issues that are brought to your attention in consultation with those involved or affected.
- Investigate incidents, seeking to identify the causes and take steps to prevent recurrence.
- Take reasonable care for their own health and safety while at work
- Take reasonable care that their acts or omissions do not adversely affect the health and safety of other persons
- Cooperate and comply with any reasonable policy or procedure or St Peter's Anglican Primary School in relation to health or safety in the workplace
- Report all incidents, or hazards, that may cause injury or illness, and any damage or maintenance requirements affecting the safety of the workplace or plant used at work
- Comply with all reasonable instructions from Managers in relation to health and safety issues at work
- Attend and participate in any training or in-service seminars arranged by the St Peter's Anglican Primary School to support the objectives of this Policy
- Use any personal protective equipment provided to you by the school to protect your safety and ensuring that you use this equipment correctly
- Engage openly with school personnel in any consultation on WHS issues, or information, brought to their attention, to assist the school
- To assist in implementing and improving effective emergency procedures and assist all people in the workplace should an emergency occur
- Generally, cooperating with St Peter's Anglican Primary School as required to enable compliance with the Law
- Meet the requirements of WHS legislation, a person trained in First Aid will be responsible for the provision of First Aid, as required
- Assist all people in the workplace should an emergency occur



## Application Process

Applications for the position of a Registrar should include but not be limited to the following:

- Covering Letter
- Completed "Application for Employment" form – located on the school's website under employment  
As part of the "Application for Employment" form, you will be required to provide the following information:-
  - Current written reference and/or contact details from Minister of Church currently attending
  - Written reference and/or contact details from current/past employers, colleagues
  - A statement of full employment history
  - A statement and proof of educational qualifications and professional memberships
  - Working With Children identification number
- Information which addresses the selection criteria as noted in the Position Description.  
It is highly recommended that the selection criteria is addressed as it allows the Interview Committee to assess how you meet the criteria in a clear and concise way.
- Resume
- A statement of personal Christian faith

**Applications marked CONFIDENTIAL should reach the Headmaster no later than**

**4.00 pm – Friday, 26 October 2018**

**Mr Brendan Gorman**

**Headmaster**

**St Peter's Anglican Primary School**

**PO Box 997**

**CAMPBELLTOWN NSW 2560**

**Email: [employment@stpeters.nsw.edu.au](mailto:employment@stpeters.nsw.edu.au)**

Short listed applicants will be contacted by telephone or email for an interview.

Confidential enquiries can be directed to Mr Brendan Gorman, Headmaster by contacting the school on 4627 2990 or [employment@stpeters.nsw.edu.au](mailto:employment@stpeters.nsw.edu.au).