



## Marketing and External Relations Manager (0.5) Position Information Pack

### About Ngutu College

Ngutu College is an independent, not-for-profit, socially-just college based in Woodville North. Learning programs acknowledge and engage the individuality of all children and young people in an experiential environment in which Aboriginal knowledges are seamlessly integrated with the formal curriculum.

At Ngutu we provide options and opportunities for children and young people to achieve success through positive academic, vocational and community outcomes. Ngutu College operates with Aboriginal Cultures as its 'soul', young people as its 'heart' and the Arts as its 'spine'.

We welcome you to join the Ngutu College staff team to support our children and young people as they participate in a myriad of learning pathways.

#### **Vision**

To redesign schooling to be genuinely equitable, culturally informed and authentically child-centred.

#### **Mission**

Ngutu College is a model for the seamless integration of Aboriginal knowledges and formal curriculum in experiential learning environments. Ngutu College is a socially-just, non-denominational, independent redesign of schooling. It provides a holistic, child-centred and experiential educational environment. Learning programs acknowledge and engage the individuality of all children. A diversity of opportunities for K-12 children and young people create options and strengthened pathways for achieving academic, vocational and community outcomes. Ngutu College will achieve this in collaboration with Kurna Elders and community leaders.

For more information about Ngutu College, please visit [www.ngutucollege.org.au](http://www.ngutucollege.org.au) and our Facebook page.



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### **Position Objectives & Responsibilities**

Ngutu College is a new organisation and ground-breaking educational institution. Increased awareness and understanding of the work taking place at Ngutu College is required to ensure relationships are maintained, enrolment targets are met, investment opportunities are maximised and opportunities for external engagement are created. Communication is key to progressing all these objectives and critical to building the momentum of support.

The Marketing and External Relations Manager will develop and deliver a strategy that showcases the excellence and endeavour found at Ngutu, in a clear and coherent way. This includes managing College communications, broadcasting and narrowcasting to a myriad of audiences in creative and engaging ways.

This role will also have responsibility for managing key relationships with external parties. This includes those who are currently, or could potentially, invest significantly through their financial contributions, cultural/community connections or through experiences that may be offered.

The successful candidate will be able to quickly build an understanding of the uniqueness of Ngutu, its people and work as place of learning. This will only be possible by listening to the voices of our community, and checking in frequently with the leadership team as content and communications are created.

This position is responsible to our Head of College and will work with guidance from the Board to identify priorities and opportunities.

This is a part time role with a significant opportunity for the successful candidate to negotiate where and when hours of work are undertaken. However, some on site work will be crucial, so an Adelaide base will be necessary.

In all matters concerning their employment, employees are ultimately responsible to the Head of College, acting on behalf of the Ngutu College Board.

The College reserves the right to alter roles and responsibilities requirements as required.



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## Position Description

The duties of this role include, but are not limited to, the following:

<p>Role specific responsibilities</p>	<ul style="list-style-type: none"> <li>• Develop and implement a Media/Promotions strategy</li> <li>• Build the Ngutu brand in line with College identity</li> <li>• Manage social media across platforms</li> <li>• Develop website content and ensure the website is maintained</li> <li>• Build the relationships with current, identified individual and organisational stakeholders</li> <li>• Seek opportunities for new relationships to be formed</li> <li>• Manage core communications with current families</li> <li>• Pursue grant, sponsorship and philanthropic opportunities</li> <li>• Craft press releases and coordinate external media engagement</li> </ul>
<p>Staff responsibilities – as they are relevant to this role</p>	<ul style="list-style-type: none"> <li>• Develop and foster relationships with people</li> <li>• Support colleagues and invest in building a strong staff culture</li> <li>• Work to a high level of professionalism and excellence</li> <li>• Actively contribute to team meetings</li> <li>• Demonstrate attributes of a learner, particularly in relation to cultural understanding</li> <li>• Maintain records and documentation</li> <li>• Undertake to live up to the Ngutu College staff code of conduct</li> </ul>
<p>Other</p>	<ul style="list-style-type: none"> <li>• Attendance at out of usual College hours for, some, Board meeting discussions and documentation of College events.</li> </ul>



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### Selection Criteria

#### Role specific criteria

- Strong copywriting ability and exceptional proofreading skills
- Knowledge of relevant media/communications platforms and how these may be best used
- Experience developing communications strategy
- Adept at listening and taking information on board
- Powerful communicator, utilising both written and visual media
- Eye for detail and drive for excellence
- A qualification in media, marketing or communications and/or extensive experience in these areas

#### Ngutu College staff criteria

- Support for the College's philosophies, vision, mission and values
- Strong understanding of diversity and ability to respond to a wide range of individual needs
- Willingness to push boundaries, explore new approaches and engage in critical dialogue
- Active interest in the general life of the College – supporting policies, procedures, aims and objectives to facilitate high quality educational outcomes and smooth running of the College.

#### Personal qualities

- Passionate and enthusiastic, able to bring the best out in others
- Conduct is highly professional, respectful and service oriented
- Highly developed interpersonal skills with the ability to develop and maintain constructive working relationships at all levels across diverse groups
- High degree of discretion, initiative and personal organisation.

#### Essential criteria before commencing

- Working with Children Check
- Responding to Risks of Harm, Abuse and Neglect – Education and Care certificate



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### Appointment Conditions

Salary Range (Full time)	\$90,000 – \$97,500 FTE
Employment Type	Permanent Part-time
Hours per Fortnight	37.5

Some work outside of these hours will be required. All positions are subject to a probationary period, to be defined as six months in accordance with the Fair Work Act 2009 (Cth).

### Application

To make a confidential enquiry about the position, please contact Andrew Plastow, Head of College, at [Andrew.Plastow@ngutucollege.org.au](mailto:Andrew.Plastow@ngutucollege.org.au). Before submitting your application, please ensure:

- You meet the essential criteria
- You have carefully reviewed this position information pack and ensure that you understand the role you are applying for and that it is suited to your skills, experience and qualifications.
- That your cover letter is the College's first opportunity to assess your suitability for the position. Your letter should provide insight into not only what you have achieved but also who you are.
- That you have addressed the Selection Criteria in your cover letter.
- Your resume clearly outlines your qualifications (including the institution and the date completed), career history and current contact details.
- You will need to include at least two referees at the end of your resume. Please provide referees names and current positions.

**Applications, cover letters and resumes for this position will only be accepted on Seek.**  
**Applications for this position close: 2<sup>nd</sup> September 2022**