



3:6.1

**ST MICHAEL'S CHURCH SCHOOL  
JOB DESCRIPTION FOR BUSINESS DEVELOPMENT AND MARKETING MANAGER**

**JOB TITLE:** Business Development / Marketing Manager

**DIRECTLY RESPONSIBLE TO:** Principal

**KEY RELATIONSHIPS:** SMAA Marketing sub-committee  
SMAA PTFA  
Staff of SMAA

**Purpose:**

The Business Development/Marketing Manager will be responsible for implementation of the St Michael's School marketing plan. The primary objective is to increase the roll of the School and to bring in grant, and other funding to support School development programmes.

<b>KEY OUTPUTS</b>	<b>EXPECTED RESULTS</b>
1. Become familiar with and have input into the St Michael's School Marketing Plan.	1. Objectives set by the Principal, the St Michael's School Marketing Committee and the Board are met.
2. Ensure campaign activities developed and identified within the Marketing Plan are executed on time and within allocated budgets.	2. The Principal and Marketing Committee are informed of activity and progress in a timely manner, with no surprises.
3. Develop a database of prospects and philanthropy opportunities, (individuals and organisations) and record all activity and results.	3. Templates and data management systems are established. Develop and maintain long term relationships with major donors and key central city stakeholders.
4. Identify and develop channels, networks and strategic relationships to reach target market segments of St Michael's School.	4. Channel and strategic relationships are identified and established. Includes, but is not restricted to: targeted pre-schools, Anglican Diocese, Asian communities, Alumni association, Donors, and local employers (hospital etc)
5. Develop an awareness of grant funding opportunities and manage grant applications on behalf of St Michael's School.	5. A calendar of grant application deadlines is maintained and high quality bids lodged. A schedule of requirements is developed to identify items requiring grant funding. Develop a five year fundraising plan including supporting the fundraising activities of the PTFA.

KEY OUTPUTS	EXPECTED RESULTS
<p>6. Coordinate the development of high standard marketing materials and ensure stocks are available for various channel and market activities.</p> <p>7. Ensure effective processes are developed and implemented that meet the needs of the Principal and Board.</p> <p>8. Demonstrate leadership, role modelling and encourage self-responsibility on health and safety policy and practices. Any hazards or unsafe work practices deal with immediately.</p> <p>9. Enhance SMAA profile within the wider Christchurch community</p>	<p>6. All necessary marketing resources are developed, distributed and maintained. Creative and innovative marketing opportunities continually identified and actioned. Develop a communications strategy supporting the branding and marketing.</p> <p>7. The intentions of the Principal and Board are carried out.</p> <p>8. A safe and healthy work place is maintained at all times.</p> <p>9. Maintain and continually update a highly attractive and functional school website and Facebook page. Investigate other social media channels.</p>

**Date:** September 2013

## PERSON SPECIFICATION

### Marketing

- Demonstrate an understanding of the principles of marketing as they apply to an Independent School
- Ability to support development of marketing plans in an educational environment
- Demonstrated ability to execute planned activity
- Ability to translate strategies into operational activities

### Project Management

- Ability to coordinate on-time, in budget delivery of contracted objectives across a range of project/campaign activities.
- Ability to manage service providers

### Relationship Management

- Ability to influence or persuade others to gain acceptance or agreement of ideas and approaches
- Ability to network widely and establish and maintain positive working relationships with key stakeholders to facilitate the accomplishment of School goals

### Communication

- Ability to develop and package ideas in both written and spoken form and to convey them to range of key audiences internal and external to St Michaels

### Understanding of St Michael's operating environment

- Demonstrates an understanding of the business drivers of a year 1-8 Independent School
- Demonstrates a knowledge of NZ education system as it applies to independent schools
- Demonstrates knowledge of Christchurch City recovery agencies and their role
- Demonstrates knowledge of potential fundraising/grant sources
- Demonstrates an acceptance of the ethos of St Michael's Church School and a willingness to develop the skills to talk about the Church aspect of the school in a positive manner

### Management

- Ability in implementing and delivering on Management and Governance decisions and policies
- Proven experience with budget processes and budget responsibility

### Personal

- The ideal applicant will have a qualification in a relevant business/marketing discipline, along with a minimum of 5 years experience preferably including time within an educational organisation.
- Must have a strong commitment to furthering the success and prosperity of St Michael's School within a rejuvenating Christchurch CBD