



**Carey**  
Baptist  
College  
Forrestdale

## Position Description Community Engagement Officer

### Overview of Carey

Carey Baptist College Forrestdale was established by Carey Baptist Church in 2016 as a missional platform to equip young people within the community to be of Godly character and influence. The College is a centre of learning, focused on effective teaching and holistic education, providing support and community for the whole family.

Carey Forrestdale is a unique expression of the Carey vision, utilising the beautiful natural surroundings to incorporate an outdoor learning focus within the diverse curriculum. These rich learning experiences, facilitated by skilled educators, see students encouraged to explore their strengths and God-given talents.

Featuring purpose built, state-of-the-art facilities, this growing campus provides students and families a space to connect, explore and grow. Carey Forrestdale has a brand new community hub, which includes an auditorium, café kiosk, break out spaces, offices and classrooms.

Carey Forrestdale is co-educational and currently educates students from Kindergarten to Year 9, growing each year to eventually offer Kindergarten to Year 12. We serve to equip students for optimal choice at the conclusion of Year 12 and we are committed to honouring God in all that we do.

Carey is a highly relational community of faith on mission in the world. As such, how we live and serve together matters. Mission, faith and relationships are three words that are used to describe Carey. In order to ensure that we remain a relational community of faith on mission in the world, we have identified a number of core values that we believe are essential in shaping us as a community.

- **Courage** – Not the absence of fear but the ability to act despite it.
- **Integrity** – Acting in public as you would act in private.
- **Humility** – Meeting the needs of others before meeting the needs of yourself.
- **Kindness** – Sharing freely with others.
- **Respect** – Honouring the God-given dignity of another.

## Position Overview

The Community Engagement Officer works to build engagement, loyalty and relationships with College prospective and current families, as well as the wider Carey Group and surrounding local community.

The role requires a high level of organisation, strong communication skills and a focus on customer service. The role will optimise relationships within the growing community and focus on marketing and communications for the College.

The Community Engagement Officer will actively engage key stakeholders at Carey Forrestdale, including the Leadership Team, however will complement a collaborative team that includes Enrolments, Communications and Marketing staff across both College campuses. The role is responsible to the Marketing Manager and ultimately the Director of Carey Strategic and the CEO.

## Duties and Responsibilities

### Media and Communications

- Copywriting: Identify and write interesting stories about events or campus activities that can be posted on social media, the College website and newsletter to share what is happening at Carey, positively promote the College and increase brand awareness.
- Photography: Take photos of current events or activities to accompany stories that you write for College platforms. Check College systems to ensure students have photo permissions and confirm with parents as required.
- Newsletters: Administrate and facilitate monthly Campus Newsletters via an online email platform.
- Collaborate with the Marketing Manager and Communications and Media Officer regarding current marketing focuses.

### Event Management

- Plan, manage and communicate events that align with current focuses. These may include community events, prospective family events and current family events.
- Aid other events that involve the Community Engagement Team.

### Community Development

- Identify and implement new strategic initiatives and build the Community Relations Program.
- Develop relationships with key campus stakeholders, as well as local land estates, media outlets, local businesses, feeder churches and primary schools.
- Develop a volunteer base and relationships to assist with events and other initiatives.
- Represent Carey at College and external marketing functions and events, such as shopping centres or festival stalls. Generate enrolment leads for the Enrolments team where appropriate.

Additional work may be required in collaboration with the wider community engagement and administrative team from time to time.

## Qualifications, Experience and Attributes

### Essential

- Excellent interpersonal, communication (written and oral), networking and customer service skills.
- Excellent computer skills, including working with cloud-based software (such as the Google Suite) and Mac computers.
- Detail oriented with strong organisation, administration and time management skills.
- Able to identify and write stories for online platforms.
- Demonstrated problem-solving skills.
- Excellent interpersonal and collaborative skills, and ability to communicate with students, parents, teachers, staff and external organisations.
- Ability to work under pressure and to tight deadlines.
- Proactive approach and able to identify areas for improvement in processes.
- Possession of a can-do attitude, demonstrating flexibility, adaptability and ability to work with a dynamic team.
- Discretion and an understanding of confidentiality issues.
- Able to work strategically as a member of a team and aid the team in achieving our objectives and vision.
- A current National Police Check, or eligible to obtain one.
- A current Working with Children Check, or eligible to obtain one.

### Desirable

- Marketing, public relations or promotional experience.
- Experience on Mailchimp or other e-newsletter platforms.
- Experience in a sales or customer service environment.
- Previous experience in a school environment or education setting.
- Event management skills.

### Key Internal Working Relationships

Marketing Manager	Line Manager
Director of Carey Strategic	Team Manager
Forrestdale Campus Enrolments Officers	Collaborate
Director of Education	Collaborate
Forrestdale Campus Principal and Assistant Principals	Collaborate
Harrisdale Campus Enrolments Officers	Collaborate
Parent Community	Engage
Administration Team	Engage
Senior Pastor	Engage