Melbourne Montessori School  

Position Description: Community Engagement Manager

Introduction

The Community Engagement Manager will be responsible for managing and developing three important areas for Melbourne Montessori School (MMS):

1. The implementation of the Melbourne Montessori School Capital Campaign to provide funding for the necessary buildings and grounds as per the 10 year Master Plan.
2. All internal and external communications to effectively support and promote the advancement goals of Melbourne Montessori School and to convey the school’s mission to diverse bodies.
3. All aspects of re-connecting with the alumni of Melbourne Montessori School, Caulfield Montessori School and Brighton Montessori School, for the purposes of advancing the goals of the current school.

The incumbent will report directly to the Principal, in collaboration also with the MMS Board of Directors and the MMS Foundation Board.

Duties

Community Engagement:
The incumbent will be responsible for the implementation of the MMS Capital Campaign. This will include database/list management, community outreach, implementation of the marketing and communications plan, coordination of all fundraising events, requests to the community and donor follow-up.

The Community Engagement Manager will work directly with the MMS Capital Campaign Project Team and school executive to achieve the objectives of the campaign.

The incumbent will be responsible for developing and implementing a re-engagement strategy with the alumni of Melbourne Montessori School, Caulfield Montessori School and Brighton Montessori School. This will include creation of an alumni database and management of this data, coordination of alumni events and communications plan.

The Community Engagement Manager will work either independently or with an Alumni Project Team and school executive to achieve the objectives of the re-engagement strategy.
Communications:
The incumbent will be responsible for coordinating and managing the development and production of communications materials for all Melbourne Montessori School initiatives. In this capacity, the incumbent will work closely with school executive management and with MMS Board directors and school staff in developing communications materials, proposals, and presentations materials to insure the efficient pursuit of donations and marketing of the school.

The incumbent will oversee and write or edit school documents including: fundraising proposals to individuals, foundations and corporations; fundraising publications; communications materials, such as press releases, social media documents, marketing material, cultivation, solicitation and acknowledgment letters. These documents will present official school policy and definitive statements of fundraising opportunities to a variety of external audiences including Board, major donors and prospects, members, corporations and foundations and the general public.

The Community Engagement Manager will oversee production from draft creation through distribution of final product. They will execute, supervise or manage elements including: article/topic selection, research, social networking, brand building and contract writing/editing.

The Community Engagement Manager will participate in working groups to plan, coordinate and execute original communications products and publications related to special events and programs. They will develop content for information brochures; they will write, review and edit drafts of correspondence, reports, and brochures for mass distribution; they will draft articles and reports on the status of major initiatives for distribution to members, prospects, the general public, volunteer support groups, and special interest groups.

They will edit and prepare manuscripts on two levels: (1) copy editing (employing skills that assure consistency and accuracy within a manuscript regarding grammar, punctuation, syntax, and acceptable institution style); and (2) substantive editing, requiring critical sense and intuitive evaluation of factual accuracy and consistency of information - chronology of events, overall consistency of subject matter; verification of facts, rearrangement or deletion of material, analysis of data, and evaluation of documentation as to accuracy and thoroughness.

Factor 1. Knowledge and Skills Required

Extensive knowledge and experience in implementing and managing a fundraising campaign which includes identifying, developing and securing donations and the ability to apply these skills with the school community and broader philanthropic community.
Knowledge of fund-raising techniques including, but not limited to: proposal writing; public relations; prospect research; donor relations, database management and stewardship; volunteer management; event management and correspondence management.

Extensive knowledge of the principles, practices and techniques of oral and written communications and interpersonal relations skills in order to determine the most effective proposals and presentation materials, persuade institution personnel to accept suggestions and proposals, and to foster effective relationships among the school staff, Board and between funding sources and the institution.

Professional level skills in graphics and knowledge of desktop publishing for in-house graphics design and production eg. Microsoft Office and Adobe Creative Suite.

Professional level skills in print production and on line marketing, brand building and social networking skills.

Professional level skills in proposal and publications development with writing and editing experience preferable for a not-for-profit organization.

Skill in writing for a variety of audiences. Skill in writing and editing news and feature articles. Ability to write/edit in a variety of writing styles, ability to draft materials on a wide range of topics. Strong editing and proofreading skills.

The ability to translate complex technical language and ideas into language easily comprehensible to non-specialists.

Interpersonal skills to build long-lasting partnerships and to facilitate work with a wide range of individuals and groups from culturally diverse publics.

Experience in conducting research projects and documenting findings. Skill in interviewing a variety of people and gathering and synthesizing information from many sources.

Ability to use a variety of personal computer software applications, including desktop publishing.

**Factor 2. Supervisory Controls**

Work is performed under the direct supervision of the Principal and the MMS Foundation who will furnish broad verbal guidelines and general policy direction. The Community Engagement Manager will be responsible for establishing editorial and production calendars, determining the final form of communications material and for resolving complex communications issues. The incumbent will have the authority to decide questions of style and content and exercise a high
level of sound technical judgment regarding matters of style and effective communication. Work may be reviewed by management for general content and consistency with the communications goals of the related project or initiative.

Daily activities will be conducted with a high degree of independence. The Principal will be advised and consulted on matters of extreme urgency, sensitivity, or controversy. When functioning as project leader, the incumbent will determine their own priorities, deadlines and objectives.

The incumbent will collaborate with other Melbourne Montessori School management and staff to achieve priorities.

**Factor 3. Guidelines**

Available guidelines include special events guidelines and government protocol procedures. Incumbent is expected to exercise judgment in use of formats, selection of written materials, outlines of written materials and prepared text, design and selection of mailing lists. Incumbent will consult the Principal and/or Board for matters of extreme urgency and to resolve problems with internal and external individuals involved in the design, production and writing of publications.

**Factor 4. Complexity**

Because much of the work of the Community Engagement Manager will represent the official positions of the school, the incumbent must have strategic understanding of the position of the school and exercise judgment on a wide range of issues in written and verbal expression, style, tone, length, organization, etc. Members of planning teams often hold differing opinions on how best to present information; the Communications Manager will be a key participant in discussions and conferences to work out basic approaches and will contribute to the final determination. Incumbent may work on a number of diverse projects simultaneously and is expected to meet deadlines on each to ensure accuracy and timeliness of assigned projects, effectiveness of special events, success of fundraising appeals and attention to details. The incumbent needs to ensure that material developed is factually and technically accurate. They will need to analyze feedback from readers and recommend changes in the information content and format to the Principal.

**Factor 5. Scope and Effect**

Melbourne Montessori School would like to make available to parents, staff and the wider public a consistently high level of involvement with the school and the opportunity to financially support the work of the organization. Through annual giving donations, special appeals, and through volunteer contributions of time and service, the school intends to return substantial income to
fund the future of the education of our children. The incumbent will help ensure optimal relations with these stakeholders, increased awareness of organization resources, and continued expansion of its donor base.

**Factor 6. Personal Contacts**

The incumbent will work directly with highest levels of organization management and with various institution offices to coordinate projects, which generate effective, positive donor and other constituent relations. Contacts may be with current parents, staff, current and potential donors, volunteers, vendors, representatives of other academic institutions, and the general public.

**Factor 7. Purpose of Contacts**

Contacts are made to obtain information, coordinate projects, clarify issues, make referrals, and process requests directed to Melbourne Montessori School. The Community Engagement Manager will interview experts on development issues, as well as school staff, and otherwise gather information which will be shared through publications.

**Factor 8. Physical Demands**

The work requires the incumbent to remain at a desk most of the time. Some travel may be required to represent Melbourne Montessori School at meetings, conferences and seminars. Tight deadlines must be met with limited staff to support projects.