

Ignite ambition



John Paul College
Unity | Christ | Learning



Position Title	Head of Communications and Engagement
Department/Faculty	Community Engagement
Classification	Level 7.1
Employment Type	Full time
Reporting Manager	Director of Community Engagement
Prepared	March 2026

About John Paul College

John Paul College (JPC) is one of Queensland's largest independent co-educational schools, offering a seamless learning journey from Early Learning to Year 12. Established in 1982 by the community for the community, our motto – Unity | Christ | Learning – continues to guide our mission of nurturing exceptional individuals with courage, integrity and a commitment to enrich society.

Our diverse community includes more than 2,400 students from ELC to Year 12, including our John Paul International College English Language Pathways. We develop ethical, creative and service-oriented thinkers who thrive in an increasingly complex global environment, grounded in Christian Ecumenical values, welcoming all faiths and backgrounds.

Set on 33 hectares in Daisy Hill, Logan, our campus combines outstanding facilities with a future-focused education. Innovative learning spaces, sporting ovals, aquatic centres and a highly accredited Outside School Hours Care program support every aspect of student growth.

Guided by our mission to accelerate a dynamic learning community and ignite excellence in all, we nurture learners who are confident, adaptable and compassionate, ready to lead and serve in a multicultural, multi-faith global society.

Our Values

Mutual Respect: We show mutual respect by:

- Accepting others, celebrating our diversity and individuality
- Ensuring fairness and equity in every interaction
- Being patient and tolerant with each other.

Integrity: We act with integrity by:

- Demonstrating honesty and truthfulness
- Leading honourable lives with humility
- Taking responsibility and meeting our obligations.

Compassion: We live with compassion by:

- Showing kindness and love to others
- Caring for the vulnerable and marginalised in our community
- Generously giving of ourselves through active service.

Excellence: We strive for excellence by:

- Seeking knowledge and a deep understanding of the world
- Rising to the challenge of the complex, difficult and unfamiliar in our lives
- Setting and achieving aspirational goals.

Position Purpose

The **Head of Communications and Engagement** provides strategic leadership across communications, marketing, brand and advancement initiatives that strengthen the College's reputation, enrolment growth and community engagement.

Working in partnership with the Director of Community Engagement, the role develops, shapes, and implements communications and engagement strategies aligned with the College's mission, values, and strategic priorities, delivering measurable outcomes and sustainable brand growth.

The position leads a multidisciplinary team and directs marketing, media, digital strategy, events and advancement campaigns, ensuring cohesive storytelling, brand integrity, and strong stakeholder relationships across the College community.

Reporting Relationships

The **Head of Communications and Engagement** reports to the Director of Community Engagement and also works closely with the Head of Admissions and other senior leadership roles. The Head of Communications and Engagement shares responsibility for oversight of the Community Engagement portfolio, deputising for the Director of Community Engagement as needed.

Manager Direct reports:

- Marketing and Engagement Specialist
- Brand Manager
- Events Manager.

Key Liaisons Internal: The Principal, The College Board, The Executive Team, Academic Staff, Property Services Team, Community Engagement Team, Business Operations Team, Human Resources and Payroll and Co-curricular Staff.

Key Liaisons External: The role is expected to develop and maintain effective relationships with key external constituents, including, but not limited to, regulatory bodies, parents, education agents, contractors, and visitors to the College.

Key Responsibilities

Leadership and Strategy

- Provide strategic advice to the Director of Community Engagement on communications, marketing, reputation and advancement matters, including preparing high-level advice, reports and proposals for the Executive Leadership Team and the College Board as required.
- Lead and develop a high-performing team, exercising professional judgment to align operational priorities with the College's strategic plan.
- Manage budgets, agencies and resources to deliver measurable impact and operational excellence.

Reputation and Brand Stewardship

- Protect and enhance the College's reputation through proactive media engagement, issues management and consistent brand governance.
- Lead reputational risk assessment and response, interpreting emerging situations and adapting strategies to support crisis communications aligned with the College's mission and values.
- Ensure all communications, publications, campaigns, events and collateral reflect a cohesive and compelling brand identity.

Marketing and Enrolment Growth

- Develop and lead integrated marketing strategies to drive enrolment growth, retention and community engagement.
- Direct digital strategy across owned and paid channels, supported by a structured content management approach for storytelling, imagery and video.
- Monitor campaign performance and enrolment pipeline data to inform strategic decision-making and continuous improvement and measurable outcomes.

Philanthropy and Advancement

- Develop and implement the College's advancement strategy to support major projects, scholarships and long-term sustainability goals.
- Lead all fundraising initiatives, capital campaigns, sponsorship programs and advancement events.
- Monitor and report on philanthropic performance and donor engagement to Executive and Board as required.

Communications and Stakeholder Engagement

- Develop and oversee strategic internal and external communications that articulate the College's priorities with clarity and consistency.
- Coordinate key publications and lead stakeholder communications across parents, prospective families, alumni, donors and the broader community.
- Partner with the JPC Alumni Committee and the Parents of JPC to support engagement and fundraising initiatives.
- Lead the strategic planning and delivery of a calendar of events that support enrolment, philanthropic and community engagement objectives.
- Develop and deliver strategies that strengthen relationships with alumni, current and past parents, volunteers and friends of the College.

From time to time, fulfilling these responsibilities may necessitate working additional hours.

This position description is intended to describe the general nature and level of work to be performed. It is not intended to be an exhaustive list of all responsibilities, duties, and skills required. John Paul College reserves the right to amend this position description at any time.

Skills and Abilities

- Demonstrated experience leading and developing a multidisciplinary team and managing team performance.
- Demonstrated experience independently developing and implementing integrated, multi-channel campaigns across owned, earned and paid platforms, supported by strong digital strategy and content management expertise.
- Highly skilled copywriter with experience managing publications, collateral, video and content libraries.
- Strategic and lateral thinker with a resilient and adaptable approach, capable of

- managing emerging priorities and high-pressure, complex environments.
- Strong interpersonal and communication skills, with the ability to build respectful relationships across the College community and manage confidential information with discretion and professionalism.
- Proficiency in content management systems, website platforms and the Microsoft Office Suite.
- Excellent organisational and time management skills, with the ability to prioritise competing demands and deliver exceptional service with cultural awareness and empathy.

Additional requirements

All employees of John Paul College are required to:

- Maintain a degree of flexibility in working hours from time to time as required for the position, including attendance at functions and events early in the morning, in the evening and on weekends.
- Accept that the College reserves the right to modify the position to meet its operating needs
- Assist and relieve in other positions from time to time.
- Demonstrate support for the College's philosophy, policies and procedures and core values.
- Undertake other reasonable and relevant duties within skills, knowledge and capabilities and as directed by the Principal or their representative.
- Support the College's core values and College's Christian Ecumenical ethos.
- This position involves working with children and will be subject to satisfactory employment screening for child-related employment in accordance with the law.

Qualifications

- Tertiary qualifications in marketing, communications, journalism or similar
- Current Blue Card / Positive Notice Working with Children check or ability to obtain one.

Experience

- Education sector experience (desirable)
- Demonstrable experience in a Senior Marketing and Communications role

Selection Criteria

- Demonstrated senior leadership experience in communications, marketing or engagement strategy.
- Proven expertise in integrated marketing, digital strategy and brand stewardship.
- Experience managing media relations and reputational risk.
- Strong stakeholder engagement capability across diverse community groups.
- Experience supporting or leading fundraising and advancement initiatives.
- Exceptional communication, analytical and organisational skills.
- Demonstrated alignment with the values and Christian Ecumenical ethos of John Paul College.

Other Award Conditions

Classification and Award Coverage

This position is covered by the Educational Services (Schools) General Staff Award 2020 (the Award), as amended from time to time, and is classified as Administration Services Grade Seven Level 7.

Hours of Work

This is a permanent position offered on a full-time basis of a notional 38 hours per week.

Remuneration

As this role is classified as a senior leadership engagement, the salary will be in accordance with the seniority of the position and is paid in full compensation of all time worked and is inclusive of all legislative entitlements arising out of employment, including but not limited to overtime, penalty rates, allowances, and any additional monetary entitlements that may otherwise be payable.

Annual Leave

Annual leave is provided in accordance with the Fair Work Act 2009 (Cth) and the Award, as amended from time to time. Full-time employees are entitled to four weeks of annual leave per year. Annual leave loading is payable.

Superannuation

Superannuation contributions will be made in accordance with the Superannuation Guarantee (Administration) Act 1992 (Cth) to a complying superannuation fund of your choice, or to the College's default fund if no nomination is made. The College will contribute superannuation at the rate of 12.75% of your ordinary time earnings, which exceeds the minimum requirement of 12% under the Superannuation Guarantee.