



**MATTHEW
FLINDERS**
Anglican College



CANDIDATE INFORMATION

Director of Community Engagement
Matthew Flinders Anglican College

April 2026

Contents

JOB CLASSIFICATION	3
ORGANISATIONAL CONTEXT	4
ABOUT THE POSITION	5
MAIN RESPONSIBILITIES	7
ABOUT YOU	9
APPLICATION INSTRUCTIONS	11



Job Classification

Position title:	Director of Community Engagement
Reports to:	Principal
Employment type and tenure:	Permanent, Full-time (1.0FTE) <i>This position requires flexibility to work outside of standard business hours, including evenings and weekends, to support meetings, events and other operational needs as they arise.</i>
Department/School:	Community Engagement
Location:	Stringybark Road, Buderim, Queensland
Industrial Instrument:	The Queensland Anglican Schools Enterprise Agreement 2025
Position Classification and remuneration: Educational Services (Schools) General Staff Award 2020	Grade 8 (Managerial) <i>This position forms part of the College Executive team and offers a salary package above award entitlements, reflective of the candidate's experience and qualifications.</i>
Last updated:	April 2026



Organisational Context

Matthew Flinders Anglican College is a co-educational College that cares for more than 1,400 students in P-12 and 140 Early Learning Centre children. The College was established in 1990 and is located on the Sunshine Coast in Buderim. The College has extensive facilities, comprehensive sporting and co-curricular programs and is committed to using technology to enhance educational opportunities.

Our Mission

Through transformational learning experiences, we inspire our students to achieve academic excellence, develop a profound sense of humanity and be motivated to create positive change in the world around them.

Our Vision

To Educate for Excellence in Learning and Life.

Our Values



Courage

We act bravely to overcome our fears, accept challenges and learn from our mistakes.



Respect

We have a high regard for self and others, and for the wider community, and treat each other accordingly.



Integrity

We act with honesty, moral strength and grace, guided by humility and compassion.



Compassion

We are aware of suffering and are motivated to others with kindness, care and understanding.

About the Position

Position Summary

The Director of Community Engagement is an executive leadership role responsible for the strategic stewardship of the College's reputation, brand, and long-term sustainability. Reporting directly to the Principal, this position leads a high-performing team to design and execute integrated marketing, communication, and relationship-building initiatives that align with the College's mission and strategic objectives.

As a key driver of the College's external and internal presence, the Director of Community Engagement oversees the enrolment pipeline, digital ecosystem, and public relations landscape. By fostering deep connections with prospective and current families, alumni, and the wider community, the Director ensures the College remains a school of choice, consistently maximising enrolments while celebrating and promoting its unique educational achievements.

Key Responsibilities

Strategy and Leadership: Develop and implement integrated stakeholder engagement and communications strategies to promote the College brand, reporting directly to the Principal.

Admissions and Retention: Oversee the enrolment journey from initial inquiry to intake, using data to boost enrolment and engagement.

Marketing and Communications: Manage the College's digital presence (social media, website), publications, and marketing campaigns to promote key events and initiatives.

Event Management: Plan and coordinate major school events, including open days, information nights and community functions.

Alumni and Foundation: Build enduring relationships with alumni and oversight of the Foundation and P&F fundraising / friendraising initiatives.

Relationship Management: Act as a key liaison between the College and families, community groups, industry partners, and community.



About the Position

Primary Relationships

- Reports directly to the Principal and works in close partnership with the College Educational Leadership Team to align community engagement, marketing and enrolment strategies with the College's strategic priorities.
- Provides leadership and direction to a team of seven (7) staff across Admissions, Community and Advancement, and Media, Marketing and Communications, ensuring a coordinated and high-performing approach across all functions.
- Leads, develops and supports team members by setting clear expectations, building capability and fostering a culture of collaboration, accountability and continuous improvement.
- Works collaboratively with internal stakeholders across all areas of the College to ensure alignment, consistency and integration of messaging, engagement and enrolment initiatives.
- Manages relationships with external agencies and suppliers to deliver high-quality marketing, communications and engagement outcomes.
- Engages with the Parents and Friends Association, alumni and the broader College community to strengthen connection, advocacy and support for the College.
- Acts as a key liaison between the College and its community, including prospective and current families, industry partners and external stakeholders.



Main Responsibilities



1. Leadership and Strategy

- Develop and execute the College's Marketing and Community Engagement strategy in line with strategic objectives.
- Lead, mentor, and manage the Community Engagement team to achieve high performance and innovation.
- Prepare and manage budgets, reporting regularly on outcomes and ROI at an Executive and Board level.
- Provide strategic oversight of fundraising initiatives generated by the P&F and The Matthew Flinders Foundation.

2. Marketing and Branding

- Oversee the College's brand management, ensuring consistency and quality across all channels.
- Plan and deliver marketing campaigns to attract prospective families and staff.
- Monitor market trends and competitor activities to identify opportunities for differentiation.

3. Community Engagement

- Build and maintain strong relationships with alumni, parents, and local community groups.
- Lead the College's alumni engagement programs and events.
- Oversee community-focused initiatives, fostering a strong sense of belonging among stakeholders.

4. Digital and Social Media Management

- Direct the College's online presence, including website content, social media, and digital marketing.
- Develop innovative strategies to engage audiences and promote the College through digital platforms.

5. Public Relations and Crisis Communication

- Act as the key liaison for media relations, managing opportunities and responding to risks.
- Draft press releases, statements, and key communication pieces.

6. Event Management and Support

- Provide strategic oversight for College events, working closely with relevant teams to ensure success.
- Drive engagement through events that promote the College's values and achievements.

Main Responsibilities

7. Professional Responsibilities

- Act in accordance with the College's Standards of Practice, policies and procedures, demonstrating professionalism, integrity and sound judgement at all times.
- Contribute positively to a respectful, inclusive and collaborative culture, aligned with the College's mission, vision and values.
- Maintain confidentiality and exercise discretion when handling sensitive information, while complying with all legislative and regulatory requirements.
- Engage in ongoing professional learning and follow all reasonable and lawful directions from the Principal and delegated leaders.

8. Child Safety and Protection

- Act in accordance with the Child Safe Standards (Qld) and the College's child safety policies and procedures, maintaining a current Blue Card in line with "No Card, No Start" requirements.
- Demonstrate behaviours that promote the safety, wellbeing and inclusion of all students, maintaining appropriate professional boundaries at all times.
- Identify, respond to and report concerns regarding student safety in line with legislative obligations and College procedures, including mandatory reporting requirements
- Participate in required child protection training and contribute to a culture where student voice is heard, respected and acted upon.



About you

Person Specification

Qualifications and experience

- A tertiary qualification in Marketing, Communications, Business, or a related field, **and/or** an equivalent level of professional experience gained in a senior role, preferably in an education environment.
- Current positive notice from a Working with Children Check (Qld Blue Card), or the ability to obtain prior to commencement.
- Demonstrated experience in public relations, including issues and crisis communication management.

Knowledge, skills and attributes

- Expertise in strategic marketing, communications and brand management within a complex organisation.
- High level proficiency in digital and social media marketing, including analytics, content strategy and platform management.
- Strong public relations capability, with the ability to manage reputation and respond to emerging risks.
- Demonstrated understanding of enrolment processes and customer relationship management systems.
- Proven ability to lead, develop and manage high-performing teams.
- Experience in developing and delivering integrated marketing and engagement strategies.
- Strong track record of delivering campaigns and events on time and within budget.
- Exceptional interpersonal and stakeholder engagement skills, with the ability to build trusted relationships across diverse groups.
- Highly developed project management and organisational skills, with the ability to manage competing priorities.
- Strong analytical capability, with the ability to interpret data and apply insights to inform decision-making.
- Demonstrated creativity, innovation and adaptability in a dynamic environment.

Physical and inherent requirements

- Capacity to work flexibly, including outside of standard business hours (evenings and weekends), to support College events, functions and operational requirements.
- Ability to attend and actively participate in on-site and off-site meetings, events and community engagements.
- Capacity to undertake extended periods of computer-based work, including use of digital platforms and systems.
- Ability to manage competing priorities and respond effectively to changing demands in a fast-paced environment.
- Capacity to exercise sound judgement, discretion and confidentiality when handling sensitive information.
- Ability to communicate effectively across a range of formats and audiences, including public speaking and presentations.
- Commitment to upholding the College's professional standards, values and behavioural expectations at all times.

Statement of Commitment

Safeguarding our Students

Matthew Flinders Anglican College is committed to taking all reasonable steps to promote the safety and wellbeing of students enrolled at the College and their protection from foreseeable harm. We prioritise student safety and wellbeing in all aspects of our work and do not tolerate any form of child abuse or harm. We act in accordance with the Child Safe Organisations Act 2024 (QLD) and implement the Child Safe Standards and Universal Principle to create a safe, inclusive, and accountable environment. We listen to students, value their views, and support them to participate in decisions that affect them.

Matthew Flinders Anglican College is committed to the safety and inclusion of all students, including those from diverse cultural backgrounds, students with disability, LGBTQIA+ students, and students who may be experiencing vulnerability. We also make a clear commitment to the cultural safety of Aboriginal and Torres Strait Islander students and to providing an environment where their identities, cultures, and connections to Country are respected and upheld.

Workplace Health and Safety

Matthew Flinders Anglican College is committed to ensuring the physical and psychological health, safety and wellbeing of our people. Employees (including contractors and volunteers) must comply with all legislative requirements in respect to Workplace Health and Safety and follow all policies, procedures and codes to ensure a safe and accident-free workplace is maintained, hazards identified and risks are appropriately mitigated.

Equal Employment Opportunity

Matthew Flinders Anglican College is an equal opportunity employer. We recognise that teams who reflect a diversity of lived experience, identity, perspective, and background help us to create a healthy and inclusive working culture where our staff, students and community can thrive.



Application Instructions

How to Apply

Applications for the position of Director of Community Engagement are to be submitted via SEEK and addressed to the Principal, Ms Michelle Carroll.

Your application should include:

- A tailored covering letter outlining your interest in the role and your alignment with the College's strategic direction. This should clearly demonstrate your experience against the key competencies and capability requirements, including examples of impact and outcomes achieved in similar roles.
- A current curriculum vitae, including details of relevant leadership experience, key achievements, and the names of at least two professional referees (referees will not be contacted without prior consent).

Applicants are encouraged to provide concise, high-quality submissions that demonstrate strategic thinking, leadership capability, and a strong alignment with the values and community focus of the College.

For a confidential discussion regarding the role, please contact Channon Goodwin, Head of Human Resources, on 0424 707 505 or via hr@mfac.edu.au.

Recruitment Process

This is a progressive recruitment process, and as such, there is no fixed closing date. Applications will be reviewed as they are received, and the process will continue until a suitable appointment is made.

The selection process will include:

- An initial video interview;
- A face-to-face panel interview conducted on campus (for shortlisted candidates);
- Psychometric assessment; and
- Professional reference checks, including suitability checks for Working with Children.

The preferred commencement date for this position is Monday, 25 May 2026, or as soon as practicable thereafter, subject to negotiation with the successful candidate.