



St Mary's
ANGLICAN GIRLS' SCHOOL

DIRECTOR OF ADVANCEMENT

POSITION DETAILS

Employment Conditions	Fulltime, 5-year contract on successful completion of 12 month probation period In accordance with the Educational Services (Schools) General Staff Award
Reports to	Principal
Direct Reports	Philanthropy Manager Director of Marketing and Enrolments Alumni Relations Coordinator
Last Revised	January 2026



OUR PURPOSE: To engage hearts and ignite curious minds.

OUR VALUES: Courage ♦ Respect ♦ Aspiration ♦ Compassion ♦ Integrity

Proud of our legacy of academic excellence, St Mary's is grounded in Anglican faith and a strong sense of community. At St Mary's, every student is supported by passionate, experienced staff who bring out the best in each girl within our inclusive and nurturing environment.

ROLE

The Director of Advancement is responsible for shaping the School's strategic direction in community engagement, philanthropy, external relations, marketing, and enrolments in alignment with the School's Strategic Plan. In close collaboration with senior leaders - including the Director of Marketing and Enrolments and the Philanthropy Manager - this position offers strategic leadership and ensures cohesive, high-quality execution across all related functions.

Reporting directly to the Principal, the Director of Advancement is a member of the School Executive team and has strategic oversight to:

- ♦ Lead Philanthropy and Development Strategy
- ♦ Lead Marketing and Enrolment Strategy
- ♦ Lead, plan, and manage, parent communication and engagement programs
- ♦ Lead community engagement and communications strategy
- ♦ Contribute actively to the School's strategic planning and continuous improvement.



The Director of Advancement demonstrates executive leadership by:

- ◆ Leading and developing the Philanthropy, Alumni, and Marketing and Enrolments teams through collaboration and mentoring.
- ◆ Driving donor strategy, stewardship and philanthropic growth.
- ◆ Growing and diversifying the donor base.
- ◆ Modelling active, visible leadership across the school community, including maintaining a strong presence at school events and functions.
- ◆ Leading the community with empathy, clarity and confidence through change.
- ◆ Building strong relationships within the St Mary's community and with future families.
- ◆ Forming and strengthening partnerships with external bodies, including our brother school Hale.

RESPONSIBILITIES

LEAD PHILANTHROPY AND DEVELOPMENT STRATEGY

- ◆ Provide strategic leadership for all philanthropy and development activities at St Mary's.
- ◆ Oversee the delivery of a school-wide philanthropic strategy aligned with to the School's vision.
- ◆ Partner with the Philanthropy Manager on major gifts, campaigns, donor stewardship, and long-term fundraising.
- ◆ Build and maintain long-term relationships with major donors, bequest supporters, and philanthropic partners.

LEAD MARKETING AND ENROLMENT STRATEGY

- ◆ Oversee the delivery of a sustainable and strategic enrolment program.
- ◆ Collaborate with the Director of Marketing and Enrolments to develop and implement the strategic vision for marketing and enrolment.
- ◆ Analyse enrolment trends, parent expectations and family experiences to inform strategy.
- ◆ Ensure regular feedback loops support continuous improvement.

LEAD, PLAN AND MANAGE PARENT COMMUNICATION AND ENGAGEMENT PROGRAMS

- ◆ Work closely with the Principal and Deputy Principal to provide meaningful engagement of the current and future parents.
- ◆ Ensure consistent, timely and responsive parent communications.
- ◆ Identify and develop opportunities to enrich the parent engagement experience.
- ◆ Collaborate with staff and parent groups to deliver high-impact engagement opportunities.
- ◆ Analyse community survey data and embed insights into planning.

LEAD COMMUNITY ENGAGEMENT AND COMMUNICATION STRATEGY

- ◆ Strengthen alumni relations and engagement programs.
- ◆ Represent the School professionally at community, networking and in the broader community.
- ◆ Foster positive relationships with students, staff and parents.
- ◆ Oversee and strengthen the St Mary's Volunteer community



OTHER DUTIES

- ◆ Provide energetic leadership, mentoring and support.
- ◆ Contribute actively to strategic planning and continuous improvement
- ◆ Engage in ongoing professional learning and network associations.
- ◆ Undertake other duties consistent with the role as may be required.

The above is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.

EDUCATION

Essential:

- ◆ A tertiary qualification and proven experience in fundraising, development or a related field.
- ◆ A minimum of five years' experience in a similar role.

EXPERIENCE AND SKILLS

Essential:

- ◆ Proven leadership experience in philanthropy, development or advancement.
- ◆ Demonstrated success in community engagement and relationship management.
- ◆ Exceptional influencing, negotiation, and communication skills.
- ◆ Strong interpersonal skills and professionalism.
- ◆ Highly organised, collaborative, and detail-oriented.
- ◆ Ability to manage competing priorities and drive continuous improvement.
- ◆ Understanding of confidentiality and privacy requirements.
- ◆ High resilience, adaptability, and emotional agility.

Desirable:

- ◆ Experience in the independent education sector and a passion for education.
- ◆ Understanding of parent and alumni cultures.

ATTRIBUTES

Essential:

- ◆ Strategic and relationship focussed.
- ◆ Friendly, approachable and community-minded.
- ◆ Positive and effectively communicator.
- ◆ Highly organised and self-motivated.



OUR COMMITMENT TO CHILD SAFETY AND CHRISTIAN VALUES

St Mary's Anglican Girls' School is a child safe environment. Our school actively promotes the safety and wellbeing of all students, and all school staff are expected to be committed to protecting students from abuse or harm in the school environment, in accordance with their legal obligations and in accordance with the St Mary's Child Safe Policies and Codes of Conduct. A valid Working with Children Card and National Police Clearance are required for all employees at St Mary's Anglican Girls' School.

St Mary's is an Anglican school and applicants should be able to demonstrate empathy with and support for the School's Christian values.

St Mary's is a non-smoking campus and all staff are expected to adhere to this.