

Head of Marketing, Communication and Community Information Pack

Lourdes Hill College



Welcome to Lourdes Hill College

Lourdes Hill College empowers young women from Years 5 to 12 to shape a brighter future by fostering a passion for life and learning. In a vibrant, inclusive Catholic community, we nurture each individual's growth, inspiring them to reach their full potential and make a positive impact on the world.

Our Vision

To be universally recognised for: Empowering generations of young women to be a transforming Benedictine presence in our world.

Our Mission

Lourdes Hill College educates young women to embrace life and a passionate love of learning in a nurturing, inclusive and innovative Catholic learning community. We equip each person to reach their potential and boldly embody Benedictine values, listening actively with the 'ear of the heart'. - RB1

Empower

through distinct learning, leadership, wellbeing and enrichment programs that ensure the individualised development of each person in our community, allowing them to be fully invested in their own development, intrinsically motivated and confident.

Transform

through an academic and pastoral environment that equips each person with the discipline and skills to embrace the critical thinking, creativity, communication and collaboration needed to identify and solve personal challenges as well as those in their local community and across the world.

Benedictine Presence

presenting a community of authentic engagement, where each person has the opportunity to contribute and whose values are based upon service, with an intrinsic desire to care for and enrich the quality of life of others.



Principal Welcome

As Principal, I am excited to be leading a pivotal period in our College's story. Together we shape our College to best deliver our vision *"Empowering Generations of young women to be a transforming Benedictine presence in our world"* through our teaching and learning, wellbeing, student experience and faith programmes.

I am committed to shaping a team that brings to life our stories and charism, grounded in the Benedictine spirit, the Good Samaritan tradition, and the story of Lourdes. Together, we strive each day to educate our students to embrace life with a passionate love of learning, while embodying our Benedictine values, and listening actively with the ear of their hearts - RB1.

Guided by this, and our strategic pillars of — Empower, Transform, and Benedictine Presence — we are creating a dynamic student experience where wellbeing, excellence, and growth are at the heart of learning. Central to this work is our shared culture— one where leaders, teachers, staff and students are united by shared values, mutual respect, and a commitment to learning and being the best, we can be.

I invite experienced professionals to join us to be part of creating our story and delivering our mission: to empower young people and educators, to transform lives in the spirit of service and care, and to reflect compassion, peace, and community in all we do.

With kindness, peace and hope,

Kay Gleeson
Principal

Head of Marketing, Communication and Community

The Head of Marketing, Communication & Community is responsible for leading the strategic direction, development, and delivery of the College's marketing, communication, and community engagement functions. This role ensures the consistent articulation of the College's mission, vision, and values across all communication platforms and cultivates strong, authentic relationships with key groups, including parents, alumni, and the broader community.

The Head of Marketing, Communication & Community will manage a diverse team to deliver high-quality marketing and media campaigns, publications and collateral, events, and engagement programs that enhance the reputation and profile of the College, grounded in our Benedictine values, the Story of the Good Samaritan and the miracle of St Bernadette of Lourdes.

Key Relationships

Direct Reports

- Events and Community Engagement Coordinator
- Graphic Designer & Social Media Coordinator
- Communication Officer

Other Relationships

- Past Pupils Association
- P & F Committee
- College Foundation
- External community organisations

Role Specifics

Qualifications and Experience

- Tertiary qualifications in Marketing, Communication, Public Relations, or related field.
- Ability to work with Children via a current Blue Card
- Significant experience in a marketing, communication, or community engagement leadership role, preferably within education or not-for-profit.
- Demonstrated success in developing and implementing marketing strategies that deliver measurable results.
- Proven experience managing digital channels, including website, social media, and analytics.
- Experience leading and developing a team.



Key Areas of Contribution and Responsibility

Religious Leadership & Mission Stewardship

- Models a leadership style grounded in humility, contemplation, and relational presence in the spirit of the Good Samaritan, Benedictine tradition and College values.
- Supports staff in integrating faith, values, and reflection into all aspects of College life.
- Supports college service, social justice and formation programs as a lived experience.

Leadership and Management

- Provide leadership, direction, and professional development to the Marketing, Communication & Community team.
- Develop and manage the marketing, communication and community engagement budget effectively; and monitor, evaluate, and report on effectiveness.
- Collaborate closely with the Principal, Leadership Team, and Enrolments to align marketing and communication activities with strategic priorities.
- Ensure compliance with relevant policies, procedures, and legislation, including child safety standards and privacy requirements.

Strategic Leadership in Marketing & Communication

- Develop, implement, and monitor the College's Marketing and Communication Strategy aligned with the College's mission and strategic plan.
- Provide vision and leadership to ensure consistent and professional branding across all College communication.
- Lead the College's reputation management, including proactive media engagement and crisis communication planning.
- Partner with the Enrolments Registrar to strengthen enrolment through brand positioning, targeted campaigns, and prospective family engagement; and strengthen retention through effective communication with enrolled families.
- Support philanthropy and donor engagement by ensuring marketing and communication initiatives highlight the benefits of giving.
- Provide strategic leadership, coaching, and professional development to the Marketing & Communication team.

Budget Management

- Oversees the budget process for all aspects of Marketing, Communication and Community including the ongoing management and reporting requirements as per College Finance expectations.



Key Areas of Contribution and Responsibility continued .....

Operational Leadership of Marketing, Communication & Community

- Manage the production of College publications and collateral, including newsletters, prospectuses, annual reports, and promotional material.
- Maintain and update the College's digital communication channels with timely, accurate, and engaging content.
- Deliver and support clear, engaging, and professional communication for staff, students, parents, alumni, and prospective families.
- Manage day-to-day media relations, including preparing media releases, monitoring coverage, and responding to enquiries.
- Provide marketing and communication support for enrolment events, College tours, and Open Days.
- Monitor, evaluate, and report on the effectiveness of marketing and communication initiatives.
- Ensure all communication content complies with College policies and legal requirements, including child safety and privacy obligations.

Community Engagement

- Implement strategies to engage strongly with the College community, including parents, alumni, donors and friends of the College.
- Build and maintain positive, active partnerships with the Parents & Friends Association and Past Pupils Association, promoting engagement and shared College initiatives.
- Oversee the co-ordination of community events such as reunions, celebrations, and College gatherings that strengthen belonging and connection.
- Collaborate with the Principal, LHC Foundation and Leadership Team to facilitate the development and implementation of philanthropic activities and fundraising campaigns through engagement and storytelling.
- Build partnerships with external organisations and stakeholders that enhance the College's community profile.
- Monitor and report on levels of community participation, engagement, and satisfaction.



Application Process

1 - Prepare Your Application

When submitting your application, please include the following:

- A cover letter (maximum 1 page, 12 pt. font)
- A statement outlining your vision for the role and how your experience will add value to the life of the College and the delivery of the College Strategic Plan (maximum 3 pages, 12 pt. font)
- Your current CV (maximum 4 pages, 12 pt. font) including 3 references (1 must be your current Line Manager)
- Copies of relevant qualifications

2 - Submit Your Application

All applications are to be submitted directly via Seek link.

APPLICATIONS CLOSE:
4.00pm, Monday 30 November 2026

Shortlisting and interviewing for this role will commence immediately, therefore we encourage interested candidates to apply without delay.

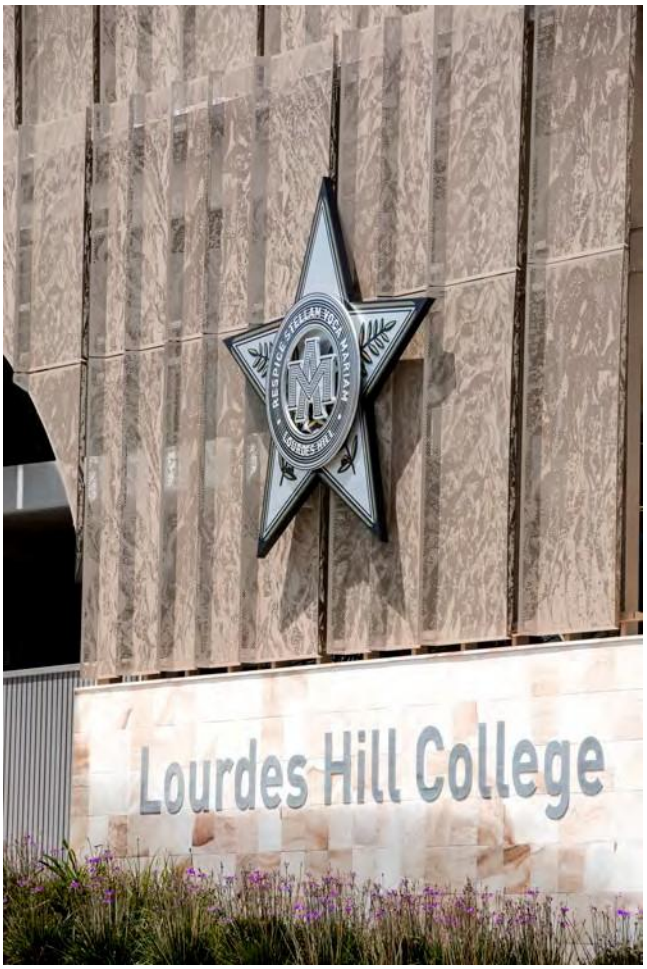
Other Information

This role is an individually negotiated contract.

Terms and Conditions as per: Catholic Single Collective Enterprise Agreement Religious Institute Schools of Qld 2023-2026.

For more information, please visit:

https://www.lhc.qld.edu.au/community/employment





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