



Masada College – Position Description

Key Role Information

Position Name	Jewish Enrolments & Community Engagement Manager
Reports To:	College Principal
Department	Enrolments & Marketing
Location	Masada College is located in St Ives in Sydney's leafy North Shore, a 20-minute drive from the central business district of Sydney.

About Masada College

Our Ethos	Masada College bases its ethos on three things; being Jewish, being Australian, and being nurturing. Every year our graduates emerge with the highest academic achievements and move into various fields of tertiary study.
Mission and Vision Statement	An outstanding education grounded in Modern Orthodox Judaism, respecting the spiritual lives of all. Dedicating our minds to inquiry, our hearts to compassion, and our lives to contributing to every field of human endeavour.

About the role & key responsibilities

Role Summary	The Jewish Enrolments & Community Engagement Manager is primarily responsible for identifying and engaging with Jewish families, to foster relationships which result in increased Jewish enrolments by raising, maintaining and advancing the profile of the College within the North Shore Jewish Community.
Key Responsibilities Include:	Strategic Sales <ul style="list-style-type: none">• Establish effective and innovative sales techniques to drive Jewish enrolments at the College;• Actively engage in varied sales strategies and techniques to increase enrolments across the College, with a strong focus on Jewish students;• Work with the team to develop and implement student recruitment and retention strategies that maximise Jewish enrolments at the College and to contribute to the social cohesion and ongoing financial success of the College;• Establish, mobilise and manage a network of 'Masada Advocates' amongst the Jewish community to help identify leads, provide warm introductions and actively advocate for the College and its offering;• Work with the team to undertake ongoing market research into the competitive practices of the Independent School Sector locally, nationally and internationally and evolve the College's enrolment strategy to meet change;



- Proactively inform the College Principal of trends that will impact student recruitment in the short and medium term. This includes tracking statistical information relating to sales activity, enrolment projections, enrolment trends and patterns of withdrawal across the College;
- Provide enrolments forecast/pipeline to the College Principal.

Promoting the College

- Identify, attend and promote the College at enrolment and any engagement opportunities, including open days, information sessions and generally in the school and wider community;
- Communicate effectively with all prospective and current students, staff and families to understand and meet their needs.

Enrolments

- Meet enrolments targets with a particular focus on the Jewish students across ELC to Year 12;
- Oversee and continuously improve all aspects of the sales and engagement process in order to enhance the customer experience, ensure accurate record keeping and improve efficiency.
- Work with Marketing to run campaigns to generate leads from the Jewish Community.

General Responsibilities

- Actively promote the ethos and future direction of the College as outlined in the Strategic Plan and as articulated by the College Principal;
- Help manage expenses and budget for the Enrolments area;
- Facilitate a safe and supportive work environment by ensuring sound work practices and procedures and compliance with the Work Health and Safety (WHS) legislation, Equal Opportunity legislation and the College's policies and procedures.

Key Attributes

Our Ideal Candidate will have/be:

- A proven record in sales.
 - Relevant sales experience in a school, tertiary or like institution and customer relationship management experience. This experience is ideal but not essential;
 - The ability to meet short and long term targets;
 - Strong interpersonal and relationship building skills to ensure the ability to effectively negotiate, resolve conflict and engage community, staff and students;
 - Capacity to think strategically, analytically to solve problems both individually and in a collaborative way, displaying empathy enthusiasm and commitment;
 - Excellent communication and managerial skills with a strong commitment to deliver exceptional customer service;
 - Ability to formulate and articulate procedures, expectations and practices and to analyse and evaluate data;
 - Able to demonstrate a passion and commitment to the Jewish ethos and values of the College;
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- Well-presented with a professional, positive, warm and welcoming disposition;
 - Demonstrates high levels of confidentiality and cultivates credibility and honesty to be a trustworthy ambassador for the College;
 - Demonstrates a respect for, and acceptance of, differences in students, parents and staff;
 - Operates effectively in a collaborative team environment, establishes rapport and build strong relationships;
 - Comfortable with ambiguity and ability to be flexible and able to operate effectively in a challenging and changing environment;
 - Ability to use technology efficiently and appropriately;
 - Ability to manage and adhere to a budget;
 - Current NSW Working with Children Check or willingness to obtain.
 - Fully vaccinated against COVID-19;
 - Demonstrated understanding of WHS requirements;
 - Demonstrated experience relevant to the position's specific duties;
 - Flexible and adaptable and able to work within a changing environment
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Other Requirements This permanent full-time position requires flexible working. The job holder will be expected to attend meetings, functions or promotional events out of hours as part of the normal working hours where required.

Applications to:

Contact: Mrs Mira Hasofer, College Principal - hr@staff.masada.nsw.edu.au

Applications include: Cover letter outlining why you are ideal for this role
Resume detailing your previous experience as it relates to this role.
Your current Working with Children Check number.