# Director of Marketing

# CONTENTS

**CONTENTS** ..... **1**
Welcome to Ipswich Grammar School ..... 2
School Motto and Values ..... 3
Role of Director of Marketing ..... 4
Position Overview ..... 4
Key Responsibilities ..... 4
Qualifications ..... 6
Personal Qualities ..... 6
Child Protection and Legislative Requirements ..... 7
Application Procedure ..... 8

# Welcome to Ipswich Grammar School

Ipswich Grammar School is one of Queensland's leading independent schools, catering for boys from Prep to Year 12 through the outstanding education offered to day and boarding students. With over 160 years of experience in teaching boys, we understand what makes them tick. Over this time we have developed and implemented innovative approaches to address the specific learning needs of boys.

Every day is stimulating, unique and exciting. We tap into boys' sense of wonder and curiosity about the world around them. By tailoring programmes and activities to meet our students' specific needs, we ensure every boy has the opportunity to reach his full academic, cultural and social potential.

We foster an encouraging environment that delivers more than exceptional academic results. Our GPS status sees boys from Years 5 to 12 take part in various activities between member schools. Whether it is sport, debating, the Arts, literacy, or the Sciences, our students are given the opportunity to excel and network in any field. They are supported by staff from various backgrounds that bring world-class knowledge and experience to the classroom, playing field, and laboratories.

# School Motto and Values

Our school motto is ***Labore Et Honore*** – By this we mean that we will achieve success by working hard and behaving honourably.

Our school values enable us to support our boys' journey to manhood through:

***Resilience*** We tackle tasks with determination and perseverance.

***Honour*** We conduct ourselves with dignity and respect.

***Belonging*** We are proud of who we are, what we believe in, and the experiences we share.

# Role of Director of Marketing

## Position Overview

The Director of Marketing is responsible for providing strategic leadership and operational oversight of the School's marketing, enrolment growth, stakeholder engagement and brand functions.

Leading the Marketing Department, the Director is accountable for the overall performance of the School's marketing portfolio and the development of strategies that strengthen market position, enhance reputation, support enrolment growth and deepen engagement with key stakeholders.

The role provides leadership across marketing, enrolments, and community engagement.

Central to the role is an understanding of how families choose a school and the development of a consistent and engaging family experience, from first enquiry through to enrolment and ongoing connection with the School. The Director also ensures effective marketing, communications and brand support for the School's broader stakeholder, partnership and advancement activities.

Through strong leadership, innovation and effective governance, the Director drives sustainable growth, enhances organisational performance and positions Ipswich Grammar School as a leading educational institution.

## Key Responsibilities

**Strategic Marketing Leadership**

- Provide strategic leadership and direction for the School's marketing function, ensuring alignment with the School's Strategic Plan and organisational objectives;
- Lead the development, implementation and review of the School's marketing, communications and brand strategy;
- Identify emerging market opportunities, trends and risks and provide strategic advice to the Business Manager and Executive Leadership Team;
- Ensure the School's marketing activities support enrolment growth, stakeholder engagement and brand positioning objectives;
- Maintain oversight of the School's reputation and ensure marketing activities contribute to a strong and distinctive market position.
- Use market intelligence, enrolment data and performance measures to inform strategy, guide investment and evaluate effectiveness;
- Lead the effective use of marketing technology, digital platforms and emerging technologies, including the responsible application of artificial intelligence, to improve engagement, efficiency and outcomes.

**Brand and Reputation**

- Provide executive oversight of the School's brand and reputation, ensuring alignment with organisational priorities and values;
- Ensure appropriate governance frameworks are in place to support consistent and effective brand management across all School entities;
- Monitor and evaluate brand performance, market perception and stakeholder sentiment to inform strategic decision-making;
- Support the Marketing & Brand Manager in the ongoing development and evolution of the School's brand strategy;

- Provide leadership on matters relating to reputation management and stakeholder communications.
- Provide leadership in communications planning, issues management and the management of reputational risk;
- Ensure the identification, development and promotion of compelling stories that authentically reflect the life, achievements and values of Ipswich Grammar School.

**Enrolment Growth and Market Development**

- Lead the strategic direction of the School's enrolment and student recruitment activities;
- Oversee enrolment growth strategies and monitor enquiry, conversion, retention and pipeline performance;
- Ensure alignment between marketing initiatives, enrolment objectives and stakeholder engagement activities;
- Lead the development of a consistent and engaging family experience from first enquiry through to enrolment, supporting strong relationships, confidence in the School and positive advocacy;
- Provide oversight of student recruitment initiatives and future growth opportunities;
- Use insights into family decision-making, market expectations and the prospective family journey to inform marketing and enrolment strategy.

**Stakeholder Engagement and Community Relations**

- Lead strategies that strengthen engagement with prospective and current families, community organisations and affiliate groups;
- Develop relationships that strengthen the School's profile, reputation and connection with the broader
- Provide marketing, communications, brand and promotional support for the School's community engagement, Old Boys, partnership, sponsorship and advancement activities;
- Work collaboratively with relevant staff to ensure coordinated and effective stakeholder communications and engagement;
- Identify opportunities to strengthen community engagement and advocacy for the School;
- Represent the School at community, industry and stakeholder engagements as required.

**Leadership and People Management**

- Lead, mentor and develop employees across the Marketing Department, including marketing, enrolments and international student functions;
- Establish clear strategic priorities, performance expectations and accountability measures across the department;
- Foster a collaborative, innovative and high-performing culture focused on continuous improvement and service excellence;
- Support workforce planning, succession planning and capability development within the team;
- Ensure effective allocation of resources to achieve departmental and organisational goals.
- Manage external agencies, suppliers and partners with appropriate commercial discipline and accountability.

**Governance, Performance and Financial Management**

- Develop and manage departmental budgets and resources in support of strategic objectives;
- Establish performance measures and monitor outcomes across marketing, enrolments and stakeholder engagement functions;
- Provide regular reporting, insights and recommendations to the Business Manager and Executive Leadership Team;
- Ensure effective governance, compliance, risk management and policy adherence across the portfolio;

- Lead continuous improvement initiatives that enhance departmental effectiveness and organisational performance.
- Evaluate the effectiveness and return of significant marketing investment, campaigns, channels and external partnerships.

## Qualifications and Experience

- Tertiary qualifications in Marketing, Business, or a related discipline;
- Postgraduate qualifications in a relevant discipline would be highly regarded;
- Demonstrated experience in a senior marketing, business development or stakeholder engagement leadership role;
- Proven experience leading and developing high-performing teams;
- Demonstrated success in developing and implementing strategic marketing and growth initiatives;
- Strong understanding of brand management, enrolment growth, stakeholder engagement and organisational reputation;
- Experience managing budgets, resources and operational performance;
- Strong strategic thinking, analytical and decision-making skills;
- Exceptional communication, relationship management and influencing capabilities;
- Demonstrated ability to build partnerships and engage effectively with diverse stakeholder groups;
- Strong commercial and analytical judgement, with demonstrated experience using data and insights to guide investment and measure effectiveness;
- Contemporary knowledge of digital marketing, marketing technology and the responsible use of artificial intelligence;
- Demonstrated experience in communications planning, issues management and the protection of organisational reputation;
- Experience within an independent school, education environment or similarly complex organisation would be highly regarded.

## Personal Qualities

The successful candidate will demonstrate:

- Creativity, curiosity and a commitment to high-quality work;
- Sound judgement and a high level of discretion, particularly in matters affecting students, families, staff and the reputation of the School;
- A collaborative and collegial approach to working across teams and functions;
- The ability to influence, build consensus and maintain trusted relationships at senior levels;
- A willingness to test, learn and continuously improve;
- The ability to balance strategic thinking with effective implementation and follow-through;
- A genuine commitment to telling the Ipswich Grammar School story authentically and in a manner consistent with the School's values.

## Child Protection and Legislative Requirements

Ipswich Grammar School is committed to providing a safe environment for children and young people. All employees are required to support and uphold the School's Child Safe practices, policies and procedures and maintain appropriate professional boundaries and respectful relationships with children and young people. As a condition of employment, you would be required to:

- Hold and maintain a current Working with Children Check (Blue Card) for the duration of their employment;
- Hold and maintain required First Aid, CPR, Asthma and Anaphylaxis qualifications;
- Comply with all relevant obligations under the Education and Care Services National Law and National Regulations;
- Comply with the National Quality Framework, National Quality Standards and relevant approved learning frameworks;
- Complete all required child protection, safeguarding and compliance training;
- Immediately report child safety, wellbeing or protection concerns in accordance with legislative requirements and School procedures.

## Application Procedure

To be considered for this position, applications must include:

- Covering Letter
- Curriculum Vitae

**Applications close** 4.00pm Friday 13 November 2026.

Applications to be submitted via SEEK.

IPSWICH
GRAMMAR SCHOOL

ipswichgrammar.com