

POSITION DESCRIPTION

Position name	Advancement Communications and Engagement Officer
Classification	College Administration Services, Grade 4, Level 4
Line Manager	Associate Director of Advancement
Key Relationships	Reporting to the Associate Director of Advancement, this role works closely with the Director of Philanthropy, Philanthropy Database and Administration Officer, and members of the College's Marketing and Communications team. The role maintains regular contact with College leadership, donors, prospective donors, Old Collegians, parents, volunteers, students, staff, suppliers and external service providers to support the successful delivery of the College's advancement priorities.

Our Purpose:

Scotch College Adelaide is an ambitious and aspirational ELC to Year 12 learning community committed to knowing, nurturing and challenging every individual within our care. We exist to empower young people to transform their world and its future through extraordinary learning, wellbeing and life experiences.

Guided by our values of Courage, Integrity, Inclusivity and a Commitment to Tomorrow, we cultivate curious minds, strong character and meaningful connections. We believe education should inspire young people to understand themselves, engage deeply with others and contribute positively to a changing world.

As a community of learners, wellbeing underpins everything we do. We seek to create an environment in which students and staff alike can flourish, embrace challenge, and confidently navigate the opportunities and complexities of the future.

Position Objective: Why this role matters

The Advancement Communications and Engagement Officer supports the College's strategic advancement priorities through exceptional communications, community engagement, fundraising and donor stewardship.

The role helps build meaningful relationships with donors, prospective supporters, parents, Old Collegians and the broader Scotch community through compelling storytelling, engaging experiences and best-practice fundraising and stewardship activities.

By strengthening engagement, participation and philanthropic support, the role contributes to the long-term sustainability of the College through philanthropy and its capacity to provide an education that empowers young people to transform their world and its future.

Scotch College Adelaide

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Position Overview: What this role will contribute

Working within the Philanthropy Team, the Advancement Communications and Engagement Officer contributes to the successful delivery of fundraising appeals, campaigns, donor stewardship initiatives, alumni engagement activities and community events.

The role combines communications expertise, event coordination, content development and relationship management to create constituent experiences that strengthen community engagement, inspire philanthropy and demonstrate the impact of giving.

The position contributes to the production of high-quality communications, supports fundraising and stewardship strategies, coordinates engagement activities, maintains accurate constituent records and contributes to the achievement of the Philanthropy Team's strategic objectives.

The successful incumbent will be a highly organised, proactive and service-oriented professional capable of managing multiple projects simultaneously while maintaining exceptional standards of professionalism, discretion and attention to detail.

Key Responsibility Areas:

1. Communications and Storytelling

- Deliver communication initiatives that support advancement, fundraising, engagement and stewardship objectives.
- Contribute to the development and implementation of annual communication plans and content calendars aligned to Philanthropy Team priorities.
- Contribute to the creation of compelling donor-centred communications including fundraising appeals, stewardship reports, campaign updates, newsletters, impact stories and event communications.
- Identify, research and contribute to producing stories that showcase the impact of philanthropy through the experiences of students, staff, parents, Old Collegians and donors.
- Deliver content for print, email, web, social media and other communication channels in accordance with the College's brand and style guidelines.
- Administrate the production of photography, videography and other creative assets to support engagement and fundraising activities.
- Work collaboratively with the Marketing and Community team to ensure alignment of messaging and brand presentation.
- Monitor communication performance and engagement metrics, providing recommendations for continuous improvement.

2. Events and Community Engagement

- Support the coordination and delivery of fundraising, stewardship, donor cultivation, community engagement and alumni events.
- Administrate event communications, registrations, invitations, attendee management and event logistics.
- Act as a primary liaison with suppliers, venues and service providers to ensure successful event delivery.
- Prepare event schedules, run sheets, briefing materials and operational documentation.
- Support volunteers and stakeholders involved in event delivery.
- Ensure events are delivered to a high professional standard and within approved budget parameters.
- Conduct event evaluations and benchmarking activities to support continuous improvement and enhanced participant experiences.
- Maintain accurate event records and reporting data within CRM systems.

3. Stewardship and Donor Relations

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- Support the implementation of the College's donor stewardship framework.
- Support donor acknowledgement and recognition activities to ensure donors receive timely, meaningful and personalised engagement.
- Assist in the preparation and delivery of stewardship reports and impact communications.
- Support donor cultivation, solicitation and stewardship activities across annual giving, major gifts and campaign initiatives.
- Contribute to stewardship plans, contact reports and engagement records within the College CRM.
- Contribute to creating exceptional donor experiences that strengthen long-term relationships with the College.
- Support initiatives that demonstrate gratitude, accountability and the impact of philanthropic support.

4. Fundraising and Campaign Support

- Assist in the planning and delivery of fundraising appeals and campaigns.
- Support campaign communications, collateral development and stakeholder engagement activities.
- Coordinate campaign administration, timelines and project deliverables.
- Work with internal and external stakeholders to ensure fundraising initiatives are implemented effectively.
- Monitor campaign engagement data and provide reporting and insights to support fundraising performance.
- Contribute ideas and recommendations that strengthen philanthropic participation and donor engagement.

5. CRM, Data and Operational Support

- Maintain accurate and current constituent records within the College CRM database.
- Record and manage interactions, meetings, communications, gifts, pledges and engagement activities.
- Support ongoing data quality initiatives to ensure the integrity and usefulness of constituent information.
- Generate reports and insights that support fundraising, stewardship and engagement strategies.
- Assist with prospect research and donor pipeline activities as required.
- Support meeting preparation, correspondence, reporting and other operational requirements of the Philanthropy Team.
- Ensure compliance with College policies, privacy obligations and data governance procedures.
- Contribute to continuous improvement initiatives that enhance team effectiveness and operational efficiency.
- Undertake other duties as reasonably required.

6. Work Health, Safety and Wellbeing

Scotch College Adelaide is committed to providing and maintaining a safe, healthy and supportive environment for all employees, students, visitors and community members.

All employees are required to:

- Take reasonable care of their own health, safety and wellbeing, and that of others.
- Comply with relevant workplace health and safety requirements, policies and procedures.
- Participate in safety training and risk management processes as required.
- Report hazards, incidents and safety concerns promptly.
- Contribute to a positive and proactive safety culture that supports both physical and psychosocial wellbeing.

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Key Success Indicators

Success in this role may be demonstrated through:

- Delivery of high-quality communication and engagement activities aligned to strategic objectives.
- Successful execution of fundraising, stewardship and community engagement events.
- Timely and effective delivery of fundraising campaigns and donor communications.
- Strong stakeholder satisfaction and positive constituent experiences.
- High standards of CRM data quality and record management.
- Demonstrated growth in constituent engagement and participation.
- Effective collaboration across the College and within the Philanthropy Team.
- Continuous improvement in communications, stewardship and engagement outcomes.

Key Selection Criteria: Qualifications, Experience, Knowledge and Personal Attributes

Qualifications and Certifications

- Completion of a Certificate IV or Diploma level qualification with relevant experience in communications, marketing, public relations, journalism, event management, business, fundraising or a related discipline is required. A tertiary level qualification in one of these disciplines would be advantageous but not essential.
- Attainment and maintenance of a valid Working with Children Check (WWCC).
- Attainment and maintenance of the 'Responding to Risk of Harm, Abuse and Neglect – Education and Care' (RRHAN-EC) qualification at the masterclass level.
- Attainment and maintenance of HLTAID012 'Provide First Aid in an Education and Care Setting' certificate
- Certification in the Department for Education's 'Protective Practices for staff in their interactions with children and young people' online training module.

Experience and Knowledge

- Experience in communications, engagement, advancement, fundraising, alumni relations, marketing or event management.
- Demonstrated experience coordinating end-to-end events including planning, logistics, communications and delivery.
- Exceptional written communication skills with experience producing content across print, digital, email, web and social media channels.
- Experience developing communication campaigns and engagement initiatives for diverse audiences.
- Experience coordinating photography, videography and digital content production.
- Experience using CRM systems with a strong focus on data integrity and stakeholder relationship management.
- Experience using email marketing and digital communication platforms.
- Understanding of donor stewardship, fundraising and constituent engagement principles is desirable.
- Experience within the education, not-for-profit, philanthropy or community sectors is highly desirable.
- Knowledge of privacy, child safety and relevant regulatory obligations.

Personal Attributes

- Outstanding written communication, storytelling and content development skills.
- Strong interpersonal skills with the ability to build trusted relationships with a broad range of stakeholders.
- Service-oriented approach with a commitment to delivering exceptional constituent experiences.
- Highly organised with the ability to manage multiple priorities and competing deadlines.

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- Strong attention to detail and commitment to quality.
- Sound judgement, discretion and ability to maintain confidentiality.
- Proactive, adaptable and solutions-focused.
- Strong initiative and ability to work independently.
- Collaborative and team-oriented, with a willingness to support colleagues and contribute to shared goals.
- Capacity and willingness to work occasional evenings and outside standard business hours to support College events and engagement activities.

Conditions of Employment

- Must be eligible to work in Australia.
- Must satisfy all required child protection screening requirements.
- Must comply with Scotch College Adelaide policies, procedures and behavioural standards.
- Employment is subject to the terms and conditions of the Scotch College Adelaide Enterprise Agreement.

Finally

No position description can capture the complexity of tasks within a College. Therefore, this position description should not be limiting and some flexibility is required when using it for reference. There will be other tasks, not described above, that may be given to this position from time-to-time. All positions evolve and change over time, and the College commits to regularly review and update position descriptions to accurately reflect the contribution of employees.

This role will require occasional out of hours work, including evenings, to support the delivery of the College's philanthropy and community engagement events. Scotch College respects employee's right to disconnect and will communicate with the incumbent regarding when out of hours work is required and discuss reasonable ways to minimize disruption to personal life.

Scotch College is a child-safe organisation and committed to the safety and wellbeing of children and young people. We undertake appropriate screening and suitability assessments to determine the commitment of applicants to supporting child safety and wellbeing values in practice.

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