



## CHRIST'S COLLEGE CANTERBURY

### DIRECTOR OF ADVANCEMENT (DoA)

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#### POSITION CONTEXT

Christ's College is a day and boarding school affiliated with the Anglican Church of New Zealand, teaching boys from year 9 to year 13. Since 1850, Christ's College has prepared generation after generation of young men for success in an ever-changing world. College is an environment where innovation and excellence are wrapped in tradition. We strive to prepare our young men with the skills and attitudes they need to succeed in life, always mindful of the needs of others and adhering to the core Christian values of honesty, respect and compassion. We want boys to feel comfortable to be themselves, while striving to be the best they can. Our mission: *Each boy at his best.*

The Director of Advancement (DoA) is accountable to the Executive Principal (EP) and leads a diverse portfolio of responsibilities that impact across all layers of College life. This is a senior role in a school where enrolment and engagement through effective marketing and communication, both internally and externally, is of vital significance and is critical to the successful delivery of our mission.

The DoA is supported in a range of administrative ways by the DoA team and other staff members as appropriate. They are expected to initiate and lead a variety of projects within the office of Advancement. On an annual basis they will prepare an Admissions and Advancement report for the Board.

The DoA works collegially with all staff to facilitate new ideas and initiatives across all aspects of College life. It is expected that the DoA is open to and active in pursuing new and interesting projects to the benefit of the boys and the community of the College.

#### The DoA will lead and manage the following Advancement Strategic Priorities:

1. **Philanthropy:** A growing, purpose-built pipeline of philanthropy that unlocks innovation and financial sustainability for College
2. **Brand:** A brand that drives enrolment to the levels we need, sourced from the communities that make College thrive
3. **Community:** A well-connected community that is inspired to give back, amplifying College's strategic enablers through Old Boy and partner engagement
4. **Communications:** An Omni-channel communications strategy that engages our community at the right time, in the right way and with the right level of information

**POSITION DESCRIPTION  
DIRECTOR OF ADVANCEMENT**

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**Reports to:** Executive Principal

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**Functional Relationships:**

**Internal**

- Executive Principal
- Board Chair
- Senior Leadership Team
- Christ's College Old Boys' Association
- Risk Manager
- Members of the Common Room
- Students

**External**

- Parents (prospective and current)
  - Wider College community
  - Third parties (e.g. educational institutions and agents, advertising agencies, media, external providers of expertise)
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**Primary Function:**

To provide leadership and management of all elements of Admissions and Advancement that support the growth and advancement of Christ's College for the benefit of students and the entire College community.

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**EXPECTATIONS OF APPOINTEE**

- Appropriate professional qualifications and experience
- Excellent interpersonal and communication skills
- Strong marketing and analytical skills with the ability to think strategically and with an understanding of the New Zealand education climate
- Demonstrated leadership ability
- A professional approach and the ability to work co-operatively and effectively with colleagues to develop professional relationships

- Demonstrated innovation in developing commercial partnerships and alternate revenues for the College
- Empathy and sensitivity to other cultures
- Ability to work independently and as part of a team

### **Key Responsibilities:**

The following responsibilities are not exhaustive, nor necessarily in order of priority, but are indicative of the range and nature of the role:

#### **General**

- Lead the office of Advancement in an operational sense
- Ensure there is a seamless sharing of tasks, ideas and resources between the major operations of the Advancement Office; namely Marketing and Communications, Development (both domestic and international) and Community Relations
- Provide recommendations to the Executive Principal on Advancement-related and school-related matters, referring to research and stakeholder feedback to facilitate planning and decision making
- Compile, administer and sign-off on all Advancement Office budgets and annual year plans
- Complete the performance management of all Advancement Office staff, including their professional development
- Ensure the office of Advancement provides a warm, professional and welcome gateway to Christ's College
- Work closely with Advancement staff to link communications and marketing with the philanthropic and admissions operations of the School
- Manage, develop and implement the School's community engagement strategy
- Oversee and co-ordinate the School's communications and marketing programmes
- Oversee and co-ordinate the activities of and support services provided by the School to the Friends of College, the Old Boys and other School community groups
- Ensure there is a shared understanding and common purpose in the community groups which support Christ's College
- Other duties as reasonably requested by the Executive Principal

#### **Admissions**

- Plan and recommend initiatives for enrolment at all levels of entry into Christ's College
- Effectively manage the admissions process for all year levels at Christ's College to achieve the quality, compatibility and desired profile of enrolments
- Ensure the admissions process is managed in accordance with the School's regulatory policies
- Lead the development of student recruitment strategies and marketing to achieve the School's goals for immediate and long-term expressions of interest for positions and to meet enrolment targets
- Manage the families contact list and Old Boy relationships to ensure the goodwill of all individuals (with respect to both successful and unsuccessful applications) towards Christ's College is maintained
- Oversee the database and communicate student movements to all relevant Senior Leadership Team, teaching and non-teaching staff

- Manage and direct activities of the Admissions staff (both domestic and international ie the Admissions Registrar and the International Student Manager)
- Maintain an excellent knowledge of the School's operations, practices and events
- Ensure all statistical records and reports provided by the Admissions Office are accurate and delivered in a timely manner

#### **Risk Management, Health and Safety**

- Adhere to and implement all safe working practices and procedures in accordance with Christ's College's Risk Management and Occupational Health and Safety Policies
- Monitor and take full care of Health and Safety of self and others within area of responsibility
- Participate, where required, in the resolution of safety issues

#### **Knowledge, Skills and Qualifications**

- Highly experienced educational, administration and admissions skills
- Demonstrated team leadership and strong management skills
- Demonstrated ability to work effectively with, and influence, diverse groups including alumni, staff, Board of Governors and external suppliers
- Demonstrated analytical skills, together with a capacity for innovation, creativity and strategic and lateral thinking in determining and delivering operational initiatives
- Demonstrated ability in developing appropriate systems and processes to deliver professional development of staff and smooth running of reporting procedures
- Excellent networks across relevant associations and groups in Canterbury
- Ability to identify key opportunities, set goals, meet deadlines, and a solid grasp of project management
- An appropriate tertiary qualification and/or post graduate qualifications with an educational focus is desirable

*Reviewed 30.04.2025*