Position Description

Director of Community Development

Purpose of the Role

The Community Development lead is responsible for establishing and developing a strategic Community Development function at Wellington Hills Christian College (WHCC). The role will build and strengthen relationships across the College's wider community, establish the essential systems and programmes required for effective engagement and philanthropy, and integrate Community Development into the culture and operations of the College.

Working in alignment with the College's Christian mission, values and strategic priorities, the role will lay the foundations for sustainable community engagement and philanthropic support, while generating initial fundraising revenue through the development and stewardship of key relationships.

The function will be established progressively, with priorities and activities reflecting available resources and the planned introduction of two part-time team members in 2028 to support this strategic role, 1) focusing on data bases and 2) event management and media. These two roles could be a part of the existing school team.

WHCC Community Development Mission Statement

Community Connections Inspiring the Future

Weekly Activity Reporting

The Community Development Director will report directly to the Principal and will be a member of the WHCC Senior Leadership Team.

Strategic Reporting

Written report to Peniel Trust on strategic priorities (reflection on strategy not activity) attendance at twice-termly Peniel meetings. Strategic report to school board.

Mentoring and Advisory Support

A contracted Advancement Advisor will be available as required to support school leaders.

Role Structure

- 2 year, fixed term, part-time role (3 days per week, 24 hrs)
- 4 weeks annual leave (preferably taken during school term breaks)
- Salary range $90,000 - $105,000 FTE (for example, 3 days would be $54,000 to $62,000)

1. Key Responsibilities

A. Strategic leadership and integration

- Lead the strategic development and establishment of the Community Development function, aligning its priorities and activities with WHCC's strategic direction, culture and operations.
- Build understanding of, and support for, Community Development among the Senior Leadership Team (SLT), staff, students and the wider school community.
- Establish a prioritised work programme that balances essential infrastructure, relationship development and early philanthropic opportunities.

B. Community and stakeholder relationships

- Establish, strengthen and maintain relationships with key stakeholders, including current and former parents and staff, alumni, prospective donors, funding organisations, local iwi, churches, community organisations and businesses.
- Foster a connected and engaged community, reflecting WHCC's Christian ethos and values through relationships characterised by care, respect, service and mutual support.

C. Fundraising and philanthropy

- Identify and cultivate prospective donors and funding partners, developing trusted relationships that support WHCC's long-term sustainability.
- Develop and implement appropriate giving and funding initiatives e.g. annual giving; scholarship support; trust funding; capital projects.
- Establish effective donor relations, stewardship and retention practices that encourage ongoing engagement, giving and responsible stewardship of gifts and resources.
- Generate initial fundraising revenue in 2027 through relationship development, donor stewardship and suitable funding opportunities, while building a pipeline for future fundraising.

D. Marketing, communications and engagement

- Build awareness and understanding of the purpose, activities and impact of Community Development.
- Establish and deliver a realistic programme of alumni and community engagement, including events and initiatives that strengthen connection with the College and its heritage, culture and Christian values.
- Develop appropriate brand, marketing and communications activities across digital, print, website, email and social media channels.

E. Systems, administration and reporting

- Identify, prioritise and progressively establish the systems and processes required for effective Community Development operations, including alumni and donor databases,

marketing and communications platforms, event management, online giving and donor stewardship.
- Establish appropriate data collection, analysis and impact measurement reporting processes to monitor engagement, fundraising and programme outcomes and inform strategic decisions.
- Document essential systems and processes to support continuity and the planned expansion of the function.

F. Planning for growth and team development

- Investigate the potential establishment, purpose and governance requirements of an alumni association and/or community foundation, presenting recommendations to the Principal and SLT.
- Prepare for the planned expansion of the Community Development function in 2028, including identifying operational priorities, resourcing requirements and opportunities to improve efficiency.
- As staffing is introduced, lead and support the development of the team, providing clear direction, appropriate support and opportunities for professional growth.

2. Functional Relationships

The role reports to and works closely with the Principal, the SLT and relevant school staff. It also develops and maintains effective relationships with:

- Current and former staff and parents, and members of the alumni community.
- Prospective and existing donors, philanthropic trusts and leaders of national funding organisations.
- Local iwi, churches, community organisations and businesses.
- Other school and community stakeholders who support the College's mission and community development objectives.
- Community Development team members as the function expands from 2028.

3. Key Results – 2027

As the establishment year, 2027 will focus on building the foundations for an effective and sustainable Community Development function. Success will be assessed against agreed priorities and realistic expectations for the resources available.

- **Strategic foundations:** An agreed Community Development strategy and prioritised work programme are established and aligned with WHCC's strategic direction.
- **Essential systems:** Critical operating systems and processes are established or implementation is underway, prioritising stakeholder relationship management, communications, events and donor stewardship.

- **Internal integration:** The SLT and relevant staff understand and support the purpose and priorities of Community Development, with effective working relationships established across the school.
- **Priority relationships:** Key alumni, family, donor and community relationships are identified, developed and appropriately stewarded.
- **Targeted engagement:** An achievable programme of alumni and community engagement activities is delivered, reflecting WHCC's priorities and available capacity.
- **Initial philanthropic outcomes:** Early fundraising revenue is generated where appropriate opportunities arise, and prospective donors and future funding opportunities are identified and documented.
- **Planning for growth:** Recommendations are developed regarding an alumni association and/or community foundation, alongside documented priorities and resourcing requirements to support the planned expansion of Community Development in 2028.

4. Professional Skills and Experience

A. Community development and philanthropy

- Demonstrated expertise in alumni relations, community development and fundraising operations, including the systems and programmes required to establish and sustain an effective function.
- Extensive relationship management experience, with the ability to build trust, engage diverse stakeholders and develop long-term partnerships.
- Experience in successful fundraising initiatives, including but not limited to capital projects, community fundraisers, annual giving, scholarships and/or trust funding.
- Strong knowledge of donor identification, cultivation, relationship management, stewardship and retention practices.
- Experience with alumni database management, donor management systems, event management, website content management, email communications, social media and digital and print marketing.
- Comprehensive understanding of brand development and marketing communications relevant to alumni, community engagement and philanthropy.
- Appreciation of, or experience in, incorporating organisational heritage and culture into community development activities.
- Understanding of the purpose, governance and administration of alumni associations and foundation trusts.

B. Leadership and organisational management

- Ability to establish and integrate a new function within an established organisation, building awareness, understanding and internal support.
- Strong strategic thinking, planning and prioritisation skills, with the ability to translate strategy into practical operational delivery.
- Ability to work effectively and independently, exercising sound judgement and managing competing priorities within a lean operating environment.

- Demonstrated ability to lead by example, recognise and celebrate positive contributions, and support the development of others.
- Competence in strategic reporting, data collection, analysis and evaluation to measure progress and inform decision-making.
- Effective time management and the ability to allocate resources according to agreed priorities.

5. Christian ethos and values

- An understanding of, and commitment to supporting, WHCC's Christian mission, ethos and values through relationships, community engagement, service and responsible stewardship.
- Ability to engage respectfully and build relationships with people from diverse backgrounds in a manner consistent with the College's values.

6. Character Attributes

The successful candidate will demonstrate:

- **Relational and inclusive:** Approachable, collegial and empathetic, making people feel valued, welcomed and respected.
- **An excellent communicator and listener:** Communicates professionally, clearly and respectfully, both verbally and in writing.
- **Integrity and humility:** Acts honestly, ethically and consistently, demonstrating sound judgement and accountability.
- **Committed to the College's mission:** Demonstrates genuine commitment to the College, its people, Christian ethos and community.
- **Strategic and solutions-focused:** Sees the bigger picture, identifies opportunities and challenges, and translates priorities into practical action.
- **Proactive and self-directed:** Takes initiative, makes informed decisions and works effectively with appropriate autonomy.
- **Positive, resilient and adaptable:** Maintains perspective, responds constructively to setbacks and remains open to new ideas and improved ways of working.
- **Collaborative and service-oriented:** Values others' contributions, recognises achievements and approaches challenges constructively.
- **Calm and professional:** Maintains a measured, constructive approach under pressure and handles difficult conversations with confidence and respect.