

Job Description

Job title: Parent Engagement Officer

Main purpose of job:

To lead and coordinate strategies that strengthen parental engagement across the academy, ensuring parents and carers are active partners in their child's education. The post holder will develop positive, proactive and meaningful relationships with families, helping to improve communication, attendance, wellbeing, behaviour and student achievement.

The Parent Engagement Officer will work collaboratively with pastoral, attendance, safeguarding, SEND and leadership teams to identify and remove barriers that prevent parents from engaging with school life. The role will establish and maintain strong partnerships with feeder primary schools, supporting a smooth and successful transition process for Year 6 pupils entering Year 7 and ensuring positive relationships with families are developed before students join the academy.

Recognising national concerns regarding declining parental engagement and parents feeling less involved in their children's education, the post holder will develop innovative approaches to increase participation, strengthen trust and ensure all families feel valued, informed and empowered to support their child's learning.

The Parent Engagement Officer will play a key strategic role in leading the academy's journey towards achieving the **Parentkind Silver Award**, a nationally recognised accreditation that recognises schools that place parents and carers at the heart of children's learning. Through developing a welcoming ethos, effective communication, meaningful parental involvement, support for learning beyond the classroom and strong community partnerships, the post holder will help create a culture where families are recognised as essential partners in securing the best outcomes for all students.

Faculty: Inclusion

Location: Plume Academy

Position reports to: Joint Heads of Academy

Position is responsible for: N/A

Length of contract: Fixed Term until 21 July 2027. Part-time 15 hours, term-time only

Salary: Support Staff Pay Scale, Band 2 Points 11-16

Key Responsibilities and Accountabilities

Parent and Family Engagement

- Develop and implement a whole-school parent engagement strategy that strengthens relationships between home and school.
- Build positive, trusting and professional relationships with parents and carers from all backgrounds.
- Act as a key point of contact for parents requiring additional guidance, support or signposting.
- Promote meaningful parental involvement in their children's education, attendance, wellbeing and personal development.
- Organise workshops, information evenings and parent learning opportunities to support parents in helping their children succeed academically and socially.
- Develop innovative methods of communication to ensure parents feel informed, listened to and connected to academy life.
- Increase engagement among hard-to-reach families through proactive outreach and relationship-building.

- Gather and respond to parent voice, ensuring parents have opportunities to contribute to academy development and improvement.
- In liaison with the Joint Heads of Academy, manage and develop the academy's parental social media platforms, including Facebook and other approved communication channels, ensuring content is informative, engaging, inclusive and aligned with the academy's values and communication protocols.

Transition and Feeder School Partnerships

- Develop and maintain positive relationships with feeder primary schools and their staff.
- Coordinate engagement activities that strengthen partnerships between the academy, primary schools and families, including the identification and support of in-need families.
- Work closely with Year 6 pupils and their parents to support a smooth transition into Year 7.
- In association with key members of the senior leadership team, plan and deliver transition events, information evenings, visits and workshops for prospective students and families.
- Support parents in understanding secondary school systems, expectations and available support services.
- Promote early engagement with families before students join the academy to foster positive relationships from the outset.

Attendance and Inclusion Support

- Work alongside attendance, pastoral and safeguarding teams to support families experiencing barriers to education.
- Help identify underlying factors impacting attendance, engagement or wellbeing and coordinate appropriate support.
- Signpost parents to relevant services and external agencies where additional support may be beneficial.
- Encourage and support parents to engage in parent evenings

Communication and Community Engagement

- Coordinate the academy's approach to parent communications, ensuring messaging is clear, inclusive and accessible.
- Support the promotion of academy events and encourage family participation.
- Develop opportunities for parents to engage with academy activities, celebrations and community initiatives.
- Strengthen links with local organisations and community groups that can support families.
- Promote a culture of partnership, inclusion and belonging throughout the academy community.

Monitoring, Recording and Impact

- Maintain accurate records of parental engagement activities, interventions and outcomes.
- Monitor participation rates and evaluate the effectiveness of engagement initiatives.
- Collect and analyse parent voice data to inform ongoing development of the role and wider academy practice.
- Produce reports and impact evaluations for academy leaders and governors as required.
- Identify trends and areas for improvement and develop targeted action plans.

Partnership Working

- Work collaboratively with pastoral, safeguarding, attendance, SEND and leadership teams.
- Develop effective relationships with external agencies, family support services and community organisations.
- Promote joined-up working that supports positive outcomes for students and families.
- Ensure parents are involved appropriately in decision-making and support planning.

Parentkind Silver Award and Parent Partnership Development

- Lead the academy's work towards achieving and sustaining the Parentkind Silver Award.

- Develop, implement and evaluate a parental engagement action plan aligned to the Parentkind framework and academy improvement priorities.
- Coordinate activities that promote a welcoming and inclusive environment where all families feel a sense of belonging within the academy community.
- Review and enhance communication systems to ensure information is accessible, timely, consistent and responsive to parental needs.
- Develop opportunities for parents and carers to contribute meaningfully to academy life and strategic development through consultation, surveys, focus groups and parent forums.
- Promote and coordinate workshops, information events and learning opportunities that support parents in helping their children to succeed academically, socially and emotionally.
- Strengthen opportunities for learning beyond the classroom through family learning initiatives, guidance resources and engagement activities.
- Establish systems for gathering, analysing and responding to parent voice, ensuring feedback informs academy improvement planning.
- Work collaboratively with staff, students, trustees, families and community partners to strengthen engagement and participation across the academy.
- Maintain evidence of impact and oversee the collection of documentation required to achieve and retain Parentkind accreditation.
- Promote and celebrate successful parental engagement initiatives and their impact on student achievement, attendance, wellbeing and inclusion.

Supporting the Academy

- Work collaboratively with colleagues and external professionals to ensure joined-up support for students.
- Attend relevant meetings, training sessions and professional development opportunities.
- Support students during key transition points.
- Undertake other duties commensurate with the grade and responsibilities of the post.

General

- Participate fully in the academy's performance and development review process, taking personal responsibility for identifying professional learning and development opportunities in discussion with the line manager.
- Comply with individual responsibilities for health and safety in the workplace.
- Ensure that all duties and services provided are in accordance with the academy's Equality, Diversity and Inclusion Policy.
- Ensure all social media activity complies with GDPR, safeguarding requirements and the academy's policies.
- Maintain professional standards, confidentiality and appropriate professional boundaries in accordance with academy expectations and GDPR requirements.
- Demonstrate a commitment to safeguarding and promoting the welfare of children and young people in accordance with Keeping Children Safe in Education and academy policies.
- Support and promote the academy's values and ethos through positive relationships, high expectations and a commitment to inclusion and belonging.

The Trustees are committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment

Date of next review: Annually in line with the PMR process.

Person Specification

Qualifications and Experience

Criteria	Essential	Desirable
GCSE English and Mathematics (Grade C/4 or above) or equivalent	✓	
Relevant Level 3 qualification in Education, Family Support, Youth Work, Community Engagement, Social Care or related field		✓
Degree qualification in Education, Social Work, Psychology, Community Development or related field		✓
Recent relevant CPD relating to safeguarding, attendance, family engagement or inclusion		✓
Experience of working with parents, families or young people in an education or community setting		✓
Experience of building positive partnerships with families and external agencies		✓
Experience of delivering workshops, events or engagement initiatives		✓
Experience of supporting transition between primary and secondary education		✓
Experience of working with vulnerable or hard-to-reach families		✓
Experience of monitoring impact and maintaining accurate records		✓

Knowledge, Skills and Abilities

Criteria	Essential	Desirable
Understanding of effective parental engagement and its impact on student outcomes	✓	
Knowledge of barriers to parental engagement and strategies for overcoming them	✓	
Understanding of safeguarding and child protection responsibilities	✓	
Ability to build positive, professional relationships with families from diverse backgrounds	✓	
Ability to engage and support hard-to-reach families	✓	
Excellent communication and interpersonal skills	✓	
Ability to organise and deliver events and workshops	✓	
Ability to work collaboratively with school staff and external agencies	✓	
Strong organisational and administrative skills	✓	
Ability to analyse information and evaluate impact	✓	
Knowledge of attendance, inclusion and family support processes		✓
Understanding of transition arrangements between primary and secondary education		✓

Personal Qualities

Criteria	Essential	Desirable
Approachable, empathetic and professional	✓	
Passionate about strengthening home-school partnerships	✓	
Committed to improving outcomes for children and families	✓	
Positive, solution-focused and resilient	✓	
Able to maintain confidentiality and professional boundaries	✓	
Flexible and adaptable	✓	
Strong commitment to inclusion and equality of opportunity	✓	
Self-motivated and able to work independently	✓	
Enthusiastic about developing community engagement opportunities		✓