



# External Relations Officer

## Job Purpose

Through the Brentwood School Association, build relationships and develop strong communications with the School's network of alumni, parents, and supporters. Keep the community updated, informed and involved, to generate goodwill towards the School, and help inspire financial gifts for the Brentwood School Foundation. In addition, support the newly established Event Brentwood (our commercial arm which hires spaces and puts on events).

## Hours

8:30 am to 5 pm (with an hour for lunch) – 5 days a week, including school holidays. Need some flexibility to support key events in the evenings or weekends. Able to offer some flexibility in working arrangements

## Report to

The Director of Development

Liaise closely with The Society of Old Brentwoods and parent network.

## Department

Development Department

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## Key Responsibilities & Accountabilities

### Alumni and wider Association Relations:

- Produce and manage the distribution of regular digital communications to the Old Brentwoods.
- Produce an annual magazine and other alumni-related collateral in print and digital format, including planning editorial content, writing and commissioning articles, and production. Liaise closely with the in-house Communications team in this work.
- Generate news stories and social media content to raise awareness of alumni achievements.
- Lead on campaigns to encourage 'lost' alumni to sign up to the Brentwood School Association and engage with the School.
- Liaise with year group ambassadors, past bursary students, parents and interest groups.
- Work with the Head of Careers to engage alumni in support of the careers programme, for the benefit of students and alumni
- You will be the day-to-day owner of the Brentwood School Association website and the various mailboxes.
  - Provide an advisory service to alumni, responding to and coordinating responses to their day-to-day enquiries.
  - Maintain and keep up to date the alumni pages of the Association and School website.
- You will need to tailor communication content and manage appropriate distribution, always seeking to make it engaging and relevant.

### Fundraising:

- Support the Development Director with the cultivation and stewardship of prospects and donors.
- Conduct prospect research and help maximise the effectiveness of fundraising events and meetings.
- Opportunity to take leadership on regular giving / 'mid-value' fundraising campaigns.

### Event Management:

- Work with the Director to plan our schedule of events and networking opportunities. You will manage the planning, promotion, and logistics.
- This will include a schedule of internal school events, as well as external events for cultivation and stewardship of prospects/donors.
- Provide an advisory service to alumni who wish to organise their own alumni events.
- Provide support for the Society of Old Brentwoods events where required and appropriate.

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## Database:

- Be the data champion, using the ToucanTech database to manage all contacts and activity in the Development Office.
- Maintain and keep up to date the database, continuing our work to improve and enrich our dataset.
- Lead the ongoing efforts to improve sign-up of school leavers and encourage OBs to come 'online'.
- Produce reports, directories and mailing lists from Toucan as required to support campaigns and events.
- Work closely with the Director to manage the donor pipeline in Toucan so we can effectively manage donor journeys and measure progress.

## Event Brentwood

- Help the Brentwood School Enterprise / Event Brentwood team (commercial side) with the events we host and the booking process for hires.
- This is a newly established entity so will benefit from your help alongside the Association and external relationships you manage.

## General:

- Maintain and monitor the School's social networks and input into the School's Social Media Policy and Strategy.
- Assist the Marketing & Communications, Admissions teams, Bursar and Headmaster with development activities related to fundraising.
- Work with the Director to continuously benchmark and learn from industry best practice. Your ideas and recommendations can help shape our strategy.
- Contribute to both personal and team development through attending relevant training courses, networking events, and conferences.

## Personal Specification

### Experience

- Ideally educated to degree level with proven experience of working within a similar role.
- Have experience in one or more of; development, marketing, event management, and/or membership environment(s).
- While a candidate may well have a background in schools or charities, we are very happy for your relevant experience to have been gained in any industry.

### Skills and Attributes

- Excellent communication and writing skills with the ability to adapt tone and content to suit a variety of audiences and media, and to develop stories and interesting angles on news.
- Excellent networker and communicator, including the ability to engage effectively with a wide range of people from varying backgrounds.
- Self-motivated with a positive outlook and attitude, proven initiative, and the ability to work flexibly, independently, and as part of a team.
- Strong organisational, time management and administrative skills with the stamina and motivation to manage a busy workload.
- Willingness to work within organisational procedures including those in respect of the protection and safeguarding of children.
- Good working knowledge of MS Office applications and social media channels.
- Ideally, some experience of web content management systems and design software e.g. Adobe InDesign, although training can be provided.

### General

- Presentable and professional to suitably represent the School.
- Ability to show discretion and integrity in your approach to work.

## Director of Development Comment:

This is an exciting opportunity to work at a leading independent school which is investing time and money in growing our Association and building a Foundation that can materially support bursaries.

We are looking for a person who is passionate and ambitious about the opportunity. You will work closely with me, across the school, and externally to improve how the Development Office communicates and engages. The role will need someone comfortable working on various projects concurrently and being consistent and reliable in their delivery.

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## Safeguarding Responsibilities

In essence, Operational staff are the “eyes and ears” of the school and play a crucial role in early detection and should ensure that concerns are passed on to the appropriate person immediately.

### Awareness and Vigilance:

- Being aware of and alert to signs and indicators of abuse, neglect, or other safeguarding concerns.
- Understanding that children may disclose concerns to any trusted adult, not just teachers.
- Remaining vigilant in all areas of the school, including corridors, playgrounds, and communal areas.

### Reporting Concerns:

- Knowing the school's safeguarding policies and procedures for reporting concerns.
- Understanding the importance of reporting any concerns, no matter how small, to the designated safeguarding lead (DSL) or another appropriate person.
- Recognising that we all have a part to play in safeguarding children.

### Creating a Safe Environment:

- Contributing to a positive and supportive school environment where children feel safe and listened to.
- Maintaining professional boundaries with students at all times.

## Next Steps

To apply, please submit an application form and personal statement via our website.

If you wish to find out more about this role, please contact the HR Department at [recruitment@brentwood.essex.sch.uk](mailto:recruitment@brentwood.essex.sch.uk).

If you would like an informal conversation with the Director of Development (this will not form part of the recruitment process), then please get in touch with HR to arrange.

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