

# Engagement Officer

**Responsible to:** Director of External Relations

**Salary:** £35,807 per annum

**Contract Type:** Full time, Permanent

**Hours of Work:** Monday to Friday 8.30am - 5.00pm, 37.5 hours per week.



## Job Purpose

The Engagement Officer builds and sustains St Leonards School's relationships with its alumni community, known within the school as Seniors, and with parents of current and former pupils. The postholder develops and delivers a programme of alumni relations, fundraising support, events, personal outreach and communications that connects these communities with the school and with each other, fostering a culture of genuine belonging and philanthropic engagement. Working in close partnership with the Development Support Officer, the Engagement Officer ensures that alumni and parent relationships are nurtured with care and consistency, creating the conditions in which philanthropic support can grow naturally over time.



## DISCOVER ST LEONARDS

St Leonards has been at the forefront of education in Scotland and beyond since its foundation in 1877. Throughout its life, the School has demonstrated a progressive spirit from its inception as a pioneering school for girls to the vibrant fully co-educational boarding and day school that it is today.

St Leonards is an HMC and IB World School situated in the heart of the vibrant, historic and cosmopolitan university town of St Andrews, the 'Home of Golf'. The School is fully co-educational with close to 600 pupils from Year 1 to Year 13 and is the only IB continuum school in Scotland. With over 35 nationalities in the pupil body, it is a school with a truly global outlook. The school's motto is *Ad Vitam* ('for life'), and the ethos and approach to learning of the IB permeates all areas of school life, within and beyond the classroom.

St Leonards offers an exceptional range of enriching academic, sporting, musical and creative opportunities, and was named 'Scotland's Independent School of the Year' by the Sunday Times for 2019, in recognition of its complete commitment to offering a first-class education.

Prior to the award of 'Independent School of the Year', St Leonards was named as the Sunday Times' top-performing Sixth Form for IB/A-Level results in Scotland for three consecutive years: 2016, 2017 and 2018. The average IB Diploma points score in 2021 was 35, with over 80% of all Higher Level (HL) scores graded at 7/6/5 (equivalent to A\*/A/B at A level).

The School has recently undergone a multi-million refurbishment programme of the boarding houses; a sector leading golf programme has been established; the record school roll continues to grow; academic achievement is strong; public recognition of the School is incredibly positive; the highest standards of pastoral care are provided by well-trained, committed and specialist staff who address the individual needs of pupils, and outstanding teachers are attracted to work in and become part of the inclusive culture and diverse St Leonards community.

One hour from Edinburgh International Airport and approximately a one-hour flight from London, our enviable Scottish location is accessible, with beautiful beaches, historic landmarks and rolling countryside on our doorstep.

The town is very much seen as an extension of the School campus and the St Leonards' close collaboration with the University of St Andrews, recently voted the top university in the UK, is yet another opportunity.

As we move towards our 150th anniversary, the School is at an exciting stage of its development. At St Leonards, we aspire to attract and retain the best staff, who embody the IB attributes and strive to deliver a holistic education that effectively prepares pupils for the future, fostering in them a love of learning that they take with them through life.

## **Engagement Officer**

The Engagement Officer is responsible for the day-to-day management of St Leonards' alumni and parent relations programme, including fundraising communications, events, personal outreach, volunteer coordination and database management.

The postholder will ensure that the Senior and parent communities feel genuinely connected to the life of the school, not only as a source of philanthropic support, but because an engaged alumni network is a living expression of the school's values and a meaningful resource for current pupils.

The role involves a wide range of internal and external relationships, including alumni of all generations, parents of current and former pupils, volunteer ambassadors, the Parents' Association, and colleagues across the External Relations.

### **Key Responsibilities:**

#### **Alumni and Community Relations**

- Manage and develop St Leonards alumni relations programme, building a culture of connection and pride among former pupils around the world.
- Serve as the primary point of contact for Seniors, responding promptly and warmly to all enquiries and correspondence.
- Identify, recruit and support volunteers to serve as regional alumni ambassadors and chapter leads, extending the school's reach in key geographies, particularly in the school's priority international markets.
- Develop alumni and parent communications, newsletters, milestone updates, term-time news, that feel personal and worth reading, in collaboration with the Marketing team.
- Work with the Marketing team to ensure alumni content is well-represented across the school's digital channels and social media.
- Support the smooth transition of school leavers into the Senior community, ensuring the moment of departure becomes the start of a lifelong connection.
- In collaboration with relevant colleagues, develop and maintain relationships with the parent community, including through the Parents' Association.
- Plan and deliver a programme of alumni and parent engagement events, reunions, regional gatherings, stewardship dinners and cultivation events, ensuring every touchpoint is warm in atmosphere and reflective of the school's character. Events should serve the wider engagement and fundraising programme.

#### **Fundraising and Annual Giving**

- Manage and coordinate the school's regular giving and annual fund programme, designing and delivering fundraising appeals to the alumni and parent community under the direction of the Director of External Relations.
- Draft compelling fundraising communications, appeals, campaign updates, impact reports, that build a culture of giving across the Senior and parent communities over time.
- Acknowledge and steward the annual fund and regular donors, ensuring all gifts are recognised promptly, personally and in a way that encourages continued support.
- Work with the Development Support Officer to identify alumni whose giving and engagement patterns suggest potential for deeper philanthropic involvement, and ensure these individuals are appropriately prioritised in the pipeline.
- Maintain accurate records of all annual giving activity within HubSpot, tracking responses, income and trends for regular reporting to the Director of External Relations.

#### **Database Management**

- Take ownership of the health and accuracy of alumni and parent records within HubSpot, the school's CRM, treating the database as a core professional tool and maintaining it to the standard required for effective relationship management and fundraising.
- Lead ongoing alumni data discovery: running address-finding exercises, tracing lost Seniors and updating records following every event, communication or personal contact.
- Record all engagement and fundraising activity promptly, event attendance, personal contact, volunteering, giving history, to build a clear, living picture of network health and depth over time.
- Uphold the school's data protection obligations, ensuring all alumni and community data is handled in compliance with GDPR and the school's data policies.

### **Connecting Alumni with Current Pupils**

- Connect the alumni and parent network with current pupils in purposeful ways: careers mentoring, industry talks, work experience and inspirational visits to the school.
- Liaise with pastoral and academic colleagues to identify and create opportunities for alumni involvement in the day-to-day life of the school.
- Support co-curricular and careers programmes that draw on the knowledge and experience of the Senior community.

### **150th Anniversary Campaign**

- Play a central role in the alumni engagement pillar of the St Leonards 150th Anniversary Campaign, working within the wider External Relations anniversary team.
- Lead the community fundraising and annual giving strand of the anniversary campaign, coordinating alumni and parent appeals in support of the school's fundraising goals.
- Work closely with the Development Support Officer and Director of External Relations to ensure the engagement and philanthropic strands of the campaign are closely coordinated and mutually reinforcing.

### **Child Protection**

- To be aware of and adhere to St Leonards Child Protection and Safeguarding policies and procedures at all times.
- To report any concerns regarding the welfare of a child to the Designated Child Protection Officer immediately.

### **Additional Responsibilities**

- Support wider External Relations activities as the annual calendar requires.
- Stay informed about best practice in alumni engagement, events management and community relations within the independent schools sector.

This is not intended to be an exhaustive list of duties, and it is expected that the post-holder will participate in other reasonable activities according to the needs of the School and for better fulfillment of the role.

## **PERSON SPECIFICATION**

### **Education, Training and Qualifications**

Essential:

- Educated to degree level or equivalent professional experience.

Desirable:

- A qualification in fundraising, marketing, or a related field (e.g. IoF Certificate in Fundraising, CASE, IDPE).

### **Experience**

Essential:

- Experience in alumni relations, community engagement, events management, or a comparable relationship-building role.
- A demonstrable track record of planning and delivering events from brief to post-event evaluation, managing logistics across multiple workstreams simultaneously.
- Experience working with a CRM or contact database, with a meticulous approach to data quality and record-keeping.
- Demonstrable understanding of GDPR requirements as they apply to alumni and community data.

Desirable:

- Experience working in an independent school, university, membership organisation or professional body.
- Familiarity with HubSpot
- Experience building or coordinating regional volunteer or ambassador networks.
- Experience managing digital alumni communications (newsletters, social media, email campaigns)

## Skills

### Essential:

- Strong organisational skills, with the ability to manage a varied events calendar and multiple competing deadlines.
- High attention to detail in data management, correspondence and event logistics.
- Willingness to use online collaboration tools such as Google Workspace.

### Desirable:

- Experience with email marketing platforms (e.g. Mailchimp, HubSpot email) and digital engagement tools.
- Experience producing alumni engagement reports or network mapping.

## Interpersonal skills

### Essential:

- Warm, confident communicator in writing and in person, equally comfortable drafting a newsletter, hosting an event, or making a personal call to a Senior who left the school thirty years ago.
- Genuine warmth and curiosity about people across a wide range of ages, backgrounds and geographies.
- A collaborative team player who shares information readily and works closely and openly with the Development Officer and wider External Relations team.
- The ability to exercise sound judgement in managing sensitive relationship information with discretion.
- A self-motivated, proactive approach, comfortable managing an independent workload while remaining a fully integrated team member.
- Enthusiasm for the work of an independent school and a genuine interest in its community, history and alumni network



## The Application Process

St Leonards is committed to creating a diverse and inclusive culture, where all members of the community - colleagues, pupils and families - are seen and valued. This culture ensures that St Leonards delivers an outstanding global education in a multi-cultural living, learning and working environment.

**Applications should be made via St Leonards [Teacheroo portal](#). The closing date and time for applications is Noon on Friday 7th August 2026. Interview to take place ASAP. We reserve the right to close the vacancy earlier.**

**Please note that St Leonards cannot offer visa sponsorship therefore applicants must have the right to work in the UK**

Any questions may be directed to [recruitment@stleonards-fife.org](mailto:recruitment@stleonards-fife.org) in the first instance.

All successful applicants will be required to be accepted for membership of the Disclosure Scotland Protecting Vulnerable Groups (PVG) scheme