



Job Description

Job Title:	Engagement Coordinator
Department:	Development
Responsible to:	Director of Development
Last reviewed:	February 2024

Job Outline

The Development Department at Haileybury is responsible for securing philanthropic income to support the strategic aims of the School. The department oversees a range of engagement activities including giving programmes and campaigns, communications and events designed to build and sustain relationships across the community and encourage giving back both financially and in kind.

As the department grows and our goals become more ambitious, it is essential that the Development strategy incorporates a strong and well thought out communications and engagement strategy. We are seeking a talented and effective Engagement Coordinator that can use a range of media to communicate and engage with stakeholders from across the Haileybury community. You will also help to raise the profile of the Development Office among our community, growing our income through major gifts, regular giving and legacies.

This is a very exciting time to join the Development team at Haileybury, as we look to drive forward an ambitious development and engagement strategy. The post holder will work closely with the Marketing and Events teams, the Archivist and others to steward multiple audiences, manage campaigns and support events.

Purpose

The purpose of this job description is to set out the current principal duties of the post. It does not detail every individual task, and employees are required to undertake such tasks and duties as are allocated to them from time to time in accordance with the role. This job description will be reviewed annually as part of the School's annual performance review process.

Duties

- Create both online and print communications material for stakeholders across the Haileybury Community, with the purpose of engaging our community with the work of the School and encouraging financial support. This will include creating content for our online engagement platforms, The Haileybury Community and Haileybury Connect.
- Oversee The Haileybury Community and Haileybury Connect platforms, not only providing content but also managing larger-scale platform redevelopment in line with development and engagement strategy.

T +44 (0)1992 706 379
Haileybury Hertford SG13 7NU

haileybury.com
Registered charity number 310013

- Liaise with colleagues from across departments, to ensure that we are sharing interesting and relevant content with our community from across School activities. You will need to identify key content to be promoted and devise creative distribution plans tailored to specific audiences.
- Manage the design and production of regular communications from the Development Office, including our termly external newsletter and our annual giving appeal brochure in addition to other ad hoc materials.
- Liaise directly with alumni, donors and volunteers, for example to provide testimonials and content to be shared through our communications channels.
- Support Development campaigns, measuring impact and contributing to a range of metrics, including financial support.
- Collaborate with the School's Marketing Department to ensure that we adopt the School's brand guidelines, and support individual department strategies.
- Supervisor to the staff within Haileybury Connect, providing guidance and support as required.

Other Requirements

Safeguarding and Child Protection

All employees must be aware of their responsibilities for promoting and safeguarding the welfare of children and young persons with whom they may come into contact whilst at Haileybury. Employees must comply with the School's Safeguarding and Child Protection Policy and must be familiar with how to raise any safeguarding or child protection concerns.

Health and Safety

In accordance with the Health and Safety at Work etc. Act 1974 and associated legislation, all employees must comply with relevant health and safety procedures and guidance at all times. They must be familiar with, and assist the School in the implementation of, its Health and Safety Policy which is available on the School Portal.

Employees must also adhere to any requirements arising from, or relating to, any relevant risk assessments, Control of Substances Hazardous to Health (COSHH), PPE, and manual handling. Specifically, employees must carry out all duties in a manner which does not endanger themselves or others.

Equality, Diversity and Inclusion

Employees must comply with the School's equality, diversity and inclusion policies and practices in force from time to time and must carry out their duties in a manner which does not discriminate against any person on the grounds of any protected characteristic.

Code of Conduct

Employees at Haileybury are expected to work together cooperatively showing respect, courtesy and helpfulness to others at all times. Employees should work to actively support and promote the School's positive ethos and culture, and must act in accordance with the School's Staff Code of Conduct.

Data Protection

All employees must comply with the School's Data Protection Policy, and must carry out their duties in a manner which is consistent with this policy and data protection legislation generally.

**Engagement Coordinator
Person Specification**

	Essential	Desirable
Qualifications		
Good level of education (minimum A Level or equivalent)	✓	
Knowledge, Skills and Experience		
Must possess significant and demonstrable work experience in communications and marketing	✓	
Strong written communication skills with the ability to create and edit various types of media	✓	
Strong oral communication skills with the ability to confidently engage in public speaking	✓	
Experience of working in the Independent School sector		✓
Experience of working in Development/Fundraising/Alumni Relations		✓
Proficient in the use of IT suites (email, calendar, documents, spreadsheets, databases) such as Google or Microsoft	✓	
Personal Attributes		
Excellent relationship building skills	✓	
Highly organised with the ability to successfully prioritise tasks and meet deadlines	✓	
Flexible with the ability to adapt to change	✓	
Accurate with an eye for detail	✓	
Enthusiastic and self-motivated	✓	