

MULBERRY SCHOOLS TRUST

JOB DESCRIPTION	
Post title:	External Engagement Officer
Grade:	PO1 (points 28-31)
Department:	Mulberry Schools Trust
Responsible to:	Chief Corporate Affairs Officer (CCAO)
Contract length:	Permanent
Working pattern:	Full time 35 hours plus occasional event work, all year round
Location:	Trust wide (London and other regions)
Date:	2025

Role Purpose:

The Mulberry Schools Trust is looking for an External Engagement Officer to join our dynamic team in Corporate Affairs. The postholder will support the development and implementation of the Trust's external engagement activity, ensuring consistent messaging through delivering events, maintaining positive, strong stakeholder relationships and impactful public presence. This is an important role requiring strong relationship building skills, strategic thinking, and excellent communication capabilities.

Key accountabilities, duties and Responsibilities:

1. Strategic External Engagement

- Work closely with the Chief Corporate Affairs Officer to design and deliver a robust external engagement strategy aligned with the Trust's mission and vision.
- Develop and maintain strong, long-term relationships with key stakeholders including government departments, local authorities, media, education providers, charitable foundations, industry groups, and strategic partners.
- Grow, manage, and strategically use the Trust's contacts database to maximise partnership opportunities and targeted communications.
- Lead the development and management of the MST Alumni Network, promoting long-term connection, mentoring, and support from former students.

2. Media, Communications, and Publications

- Support the preparation of compelling press releases, media statements, and public facing content to promote Trust initiatives and amplify the voice of the CEO.
- Manage all CEO's Office publications, including the CEO's Bulletin and external Mailchimp-based newsletters, ensuring accuracy, tone, and strategic alignment.
- Work with the Director of Marketing and Communications on the development and delivery of key messages across multiple platforms, including social media, newsletters, press, and digital campaigns.
- Manage digital strategy for the Trust's Changemaker Programmes, including content creation, website updates, and social media presence.
- Assist in the development and execution of crisis communication strategies if required.

3. Events, Community and Changemaker Programmes

Design and deliver a calendar of high-quality events including:

- Key Trust events such as the Annual Lecture, Global Girl Leading Summit, STEM Academy events etc
 - Fundraising events for Mulberry Schools Foundation
 - Strategic partner events
 - Community engagement sessions
 - Awards ceremonies, exhibitions, and showcases
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- Build and maintain strong relationships with community partners, local stakeholders, and civic organisations.
 - Work cross-functionally to support student leadership, social action, and enrichment initiatives across the Trust.
 - Support the delivery of high quality Changemaker Programmes events
 - Support the CEO's Office to measure and communicate impact: collect and analyse both quantitative and qualitative data from participants to track success and identify opportunities for growth

4. Partnerships, Fundraising and Innovation

- Identify and develop new partnership opportunities to support the Trust's educational, vocational, and cultural ambitions.
- Support bid writing, fundraising proposals, and presentations for external funding and grants for the Mulberry Schools Foundation.
- Build and nurture relationships with grant-making bodies to maintain and strengthen these partnerships.
- Support the external relations work on the development of a sustainable endowment fund for the foundation that will ensure long-term financial health and provide a legacy of support for future generations.
- Work with the Chief Corporate Affairs Officer to develop and maintain a key donor database to ensure that the foundations supporters are always informed, appreciated, and engaged.
- Organise high impact fundraising events: plan and execute fundraising events that inspire and engage.
- Conduct competitor and sector research to inform engagement strategies and strengthen positioning.

5. Internal Collaboration and Support

- Work collaboratively with school-based staff, leadership teams, and Trust-wide functions to align communications and engagement efforts.
- Support internal staff and student communications where appropriate.
- Provide media and communications training or support to key spokespeople as needed.
- Provide vital administrative support to the CEO's office, helping to keep everything running smoothly and efficiently

- Offering ad hoc support to other team members during busy periods and provide cover during periods of absence
- Assist the CEO's office when required, providing the support necessary to help drive the Trust's ambitious goals forward.

Event Support

- Attend and support Trust events, including after-hours and occasional weekend working, to ensure effective communications coverage.
- Coordinate with external stakeholders, suppliers and partners as required to support campaigns, publications and events.

Confidentiality

During the course of your employment you may see, hear or have access to information on matters of a confidential nature relating to the work of the Mulberry Schools Trust. Under no circumstances should such information be divulged or passed on to any unauthorised person or organisation.

Additional Duties

1. Play a full role within the life of the Trust community, support its ethos and encourage all staff and students to follow this example.
2. Promote and support all Trust policies.
3. Continue personal professional development.
4. Undertake any other duty commensurate with the role.
5. The postholder will be expected to undertake ongoing training as directed by the CCAO.
6. To undertake any other reasonable duties that may be required by the CCAO.
7. The postholder will be expected to work multi-site and across regions other than London.
8. To uphold the staff Code of Conduct and ensure that personal and professional conduct is in line with the ethos of the Trust.

The duties above are neither exclusive nor exhaustive and the post holder may be required by the C-Suite Officer responsible for this post to carry out appropriate and reasonable duties in addition within the context of the job, skills and grade.

EQUAL OPPORTUNITIES STATEMENT

Adhere to the Trust's Equal Opportunities policies and ensure anti-discriminatory practices.

COMMENSURATE STATEMENT

Undertake any other reasonable duties commensurate with the grade as determined by the manager.

SAFEGUARDING

To have due regard for safeguarding and promoting the welfare of children and young people and to follow the child protection procedures adopted by the Trust.

Signed _____ Date _____
Postholder

Signed _____ Date _____
Responsible officer on behalf of the Trust

Person Specification – External Engagement Officer

Essential

- Experience in external relations, public affairs, or stakeholder engagement roles.
- Educated to degree level or equivalent.
- Outstanding written and verbal communication skills with strong editorial judgment.
- Proven ability to build and manage high level stakeholder relationships.
- Strong events and project management and organisational skills.
- Strategic internal and external communications planning and delivery.
- Demonstrable experience with digital platforms, social media management, and content creation, including proficiency in Microsoft Office, Mailchimp, CMS platforms, Adobe Creative Suite, or Canva (or other programmes as required).
- Proactive, collaborative, and adaptable with strong attention to detail.
- Ability to handle sensitive and confidential information with complete discretion.
- High level interpersonal skills with the ability to build positive relationships with a diverse range of staff, parents and other stakeholders.
- Excellent administrative and organisational skills.
- Flexible attitude to work a willingness to work additional hours and at Trust events.

Desirable

- Experience working in an educational setting or multi-site organisation.
- Experience in an education or public sector environment.
- Degree in communications, event management, public relations or a related field or equivalent experience in these fields.
- Familiarity with inner city communities and policy landscape.
- Familiarity with educational programme development and capacity-building initiatives
- Experience in media relations or public relations.
- A commitment to continuous professional development.

A satisfactory Enhanced DBS is a requirement of the post.