



Queen
Elizabeth's
School

DUBAI SPORTS CITY



CANDIDATE BRIEF FOR THE APPOINTMENT OF

Parent Liaison Officer



Welcome

Thank you for your interest in joining Queen Elizabeth's School, Dubai Sports City. I am delighted you're exploring the possibility of becoming part of our extraordinary journey.

At Queen Elizabeth's Global Schools, we are doing something truly special. We are building an ambitious and inclusive family of schools inspired by the values and heritage of our founding school, Queen Elizabeth's School, Barnet—one of the UK's most academically distinguished institutions. But while our standards are world-class, our mission is deeply human: to nurture confident, able, and responsible young people, who are ready to shape the world with both intellect and integrity.

We are unapologetically aspirational for every child and every colleague. That means we expect the best—but we also give our best. As part of our team, you'll find yourself surrounded by high-performing, like-minded professionals who support, challenge, and inspire one another every day. You will be empowered to lead, to grow, and to make a genuine impact.

We are proud of the diverse and inclusive communities we are cultivating across our schools, and safeguarding is central to all that we do. This is a place where every individual—regardless of background—is seen, heard, and valued.

If you believe in the power of education to transform lives, and if you are excited by the idea of helping shape something exceptional from the ground up, we warmly invite you to take the next step with us.



Dan Clark
Principal
Queen Elizabeth's School,
Dubai Sports City



The School

At Queen Elizabeth's School, Dubai Sports City, we proudly extend the distinguished legacy of Queen Elizabeth's School, Barnet—one of the United Kingdom's most celebrated academic institutions. Founded on centuries of tradition and intellectual rigour, our branch schools uphold an uncompromising commitment to academic excellence, character formation, and cultural enrichment.

Our vision is to cultivate dynamic, world-class learning environments where the next generation of confident, able and responsible young people are shaped. We challenge our students to think independently, lead with purpose, and embrace a global perspective—all within a community that values tradition, discipline, and innovation.

By blending the timeless values of our founding school with the opportunities of a rapidly evolving world, we ignite curiosity, inspire ambition, and prepare our students to make meaningful contributions to society—as scholars, leaders, and changemakers.





The Opportunity

We are seeking a polished, empathetic, and service-driven Parent Liaison Officer to lead our parent engagement efforts at Queen Elizabeth's School, Dubai Sports City.

This is a key role in shaping the overall parent experience. You will act as the primary point of contact between the school and its parent community, fostering trusted relationships and ensuring communication is warm, timely, and of the highest standard. With a focus on building genuine partnerships, you will ensure that feedback, enquiries, and concerns are handled with discretion, clarity, and care.

You will also play a central role in ensuring that all engagements are delivered in a manner that is culturally responsive and sensitive to the diverse backgrounds of our families. The ability to understand and respect cultural nuances will be vital in strengthening parent-school connections and creating a truly inclusive community.

This role contributes directly to the vision of Queen Elizabeth's Global Schools and reflects the ethos of our founding institution, Queen Elizabeth's School, Barnet – a school recognised for excellence, integrity, and meaningful family collaboration.

If you are an exceptional communicator with a deep understanding of international school communities, and you are committed to delivering a world-class parent experience, we would be pleased to hear from you.

The Role

Job Title: **Parent Liaison Officer**

Reporting to: **Marketing Manager**

Parent Communication

- Serve as a trusted and professional point of contact for all parent enquiries, providing timely, thoughtful, and solutions-focused responses that reflect the school's commitment to excellence.
- Communicate key school updates, events, and initiatives across various channels including email, newsletters, and curated digital communications with clarity, consistency, and warmth.
- Act as a bridge between parents and school staff, helping to resolve concerns with discretion and guiding families through policies and procedures with sensitivity and care.
- Ensure parents remain informed and engaged in their child's academic journey, personal development, and extracurricular life.

Relationship Management and Cultural Sensitivity

- Build and sustain strong relationships with parents through a proactive programme of community-building initiatives including coffee mornings, workshops, and welcome events.
- Deliver a parent engagement experience that is culturally sensitive, inclusive, and tailored to the diverse backgrounds represented within the school community.

- Support the onboarding of new families, ensuring they feel welcomed, informed, and connected from the moment they join the school.
- Work in close collaboration with leadership and staff to cultivate a school culture where all parents feel valued and heard.

Parent Engagement and Insight

- Design and manage systems for gathering feedback, including structured surveys, informal conversations, and scheduled meetings to capture the parent voice.
- Analyse feedback and share insights with the school leadership to inform strategic planning and continuous improvement in the parent experience.
- Facilitate parent advisory groups, focus sessions, and roundtable discussions that enable deeper parent involvement in school life.
- Contribute to initiatives that foster trust, loyalty, and long-term parent advocacy for the school.



Event Coordination and Experience

- Support the planning and delivery of high-profile school events such as open days, parent-teacher conferences, performances, and cultural celebrations.
- Ensure every parent-facing event is executed to the highest standard, with attention to detail, hospitality, and brand alignment.
- Coordinate opportunities for meaningful parent involvement in school life including volunteering, event support, and co-curricular engagement.

Reporting and Operational Excellence

- Maintain detailed records of parent interactions and correspondence, handling all data and information with the highest level of confidentiality and professionalism.
- Provide regular briefings to the leadership team on key parent trends, concerns, and areas of success.
- Support admissions and marketing teams by sharing valuable parent insights and ensuring the consistency of message, tone, and service standards across all touchpoints.

The Person

Qualifications and Experience

- Bachelor's Degree in Communication, Education, Business Administration, or a related field.
- A minimum of 2-3 years of experience in a similar customer-facing role, preferably in an international school or educational setting.
- Knowledge of National Curriculum for England schools and their community dynamics is an advantage.
- Fluency in English is essential; additional language skills (e.g., Arabic/Russian) are highly desirable.

Personal Qualities

- Proficiency in Microsoft Office Suite and CRM tools; knowledge of school management systems (e.g., iSAMS) is a plus.
- Cultural awareness and sensitivity, with an understanding of the unique needs of families in a multicultural setting.
- A customer service mindset with a focus on building positive and collaborative relationships.



The Package

We believe that outstanding staff deserve outstanding support. Our compensation and benefits package reflect our deep commitment to attracting and retaining exceptional colleagues who share our ambition and values. Subject to individual status, our package includes:

Salary We offer a generous salary aligned to our internal salary scale, which is based on qualifications and experience. This scale is reviewed annually by the Governing Body to ensure it remains competitive with leading international schools. The salary reflects our expectation that staff contribute fully to the co-curricular, pastoral, and house life of the school. A strong commitment to holistic education is at the heart of our professional culture.

Medical Insurance Comprehensive medical insurance is provided for the employee and dependents (where applicable).

Annual Airfare Annual return airfare is provided for employees.

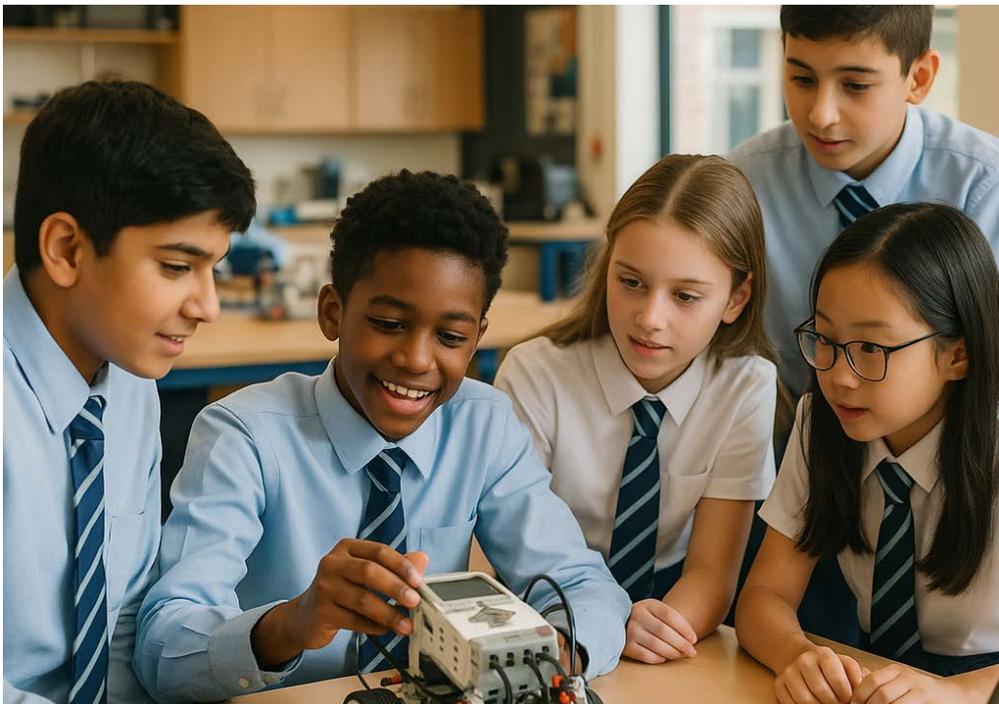
Gratuity End-of-service gratuity provided in accordance with local Labour Law.

Professional Development A dedicated Professional Development Fund is available to support continuous growth through courses, certifications, or attendance at leading educational conferences.

Discretionary End-of-Contract Bonus A discretionary bonus may be awarded upon completion of the contract, in recognition of performance and contribution to school life.

Wellbeing & Staff Culture A calendar of staff wellbeing and enrichment activities, focused on balance and connection. A supportive, inclusive environment where all colleagues are valued, inspired, and empowered.





The Process

Applications should be submitted electronically via the TES platform. Please ensure that all required documents are uploaded as part of your application.

Shortlisted candidates will be asked to present their vision for delivering an outstanding customer experience to support the school's mission to nurture confident, able, and responsible young people, in alignment with the mission of Queen Elizabeth's Global Schools.

Queen Elizabeth's Global Schools are an equal opportunities employer and is deeply committed to safeguarding our students, ensuring their safety and wellbeing. We expect all staff and members of our community to share this commitment and to promptly report any concerns about a student's or community member's safety or wellbeing. Applicants must be willing to undergo rigorous child protection screening, including checks with past employers and providing Police Clearance Certificates from all countries that the applicant has resided in.

Opening and operations are subject to the completion of the building and final approval from KHDA.



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*Some images within this document have been generated using Artificial Intelligence (AI).