



Parent Outreach & Engagement Lead

Job Description

Division	Programme areas
Team	N/A
Reports to	Scotland Director
Direct Reports	Up to 4 Parent Connectors
Key relationships	Internal: Early Years Education Lead, Early Years Health Lead, Director of Design and Planning, Director of Impact and Learning External: Parents and carers, the wider community
Working location	Hybrid – this role is both community-based in West Dunbartonshire, with the ability to work from home as agreed with your manager. There may also be occasional travel to other programme sites (currently Stoke-on-Trent, Redcar & Cleveland, Middlesbrough and Scotland) or travel to our London or Edinburgh offices.
Competency Framework level	3
Date Prepared	June 2026

Thrive at Five Introduction

Thrive at Five's vision is a society where every child can thrive and achieve their potential.

Our mission is to help children develop strong foundations for life and learning, in and alongside communities where families face the most challenges.

We work in Stoke-on-Trent, Redcar & Cleveland and Middlesbrough and are excited to be starting our first programme in Scotland, partnering with West Dunbartonshire Council to join up and strengthen early years systems so children can thrive from pregnancy to five.

Our goal, everywhere we work, is to achieve long-term, sustained improvements in children's developmental outcomes. In England, one of the ways we measure this is through the proportion of children reaching a Good Level of Development by age five. In Scotland, we will be measuring impact through the health visitor data at 4-5 years and 27-30 months, alongside other robust indicators.

Our work is rooted in place and built on long-term partnership. We commit to working with and for communities to build trust, embed change and support sustainable improvement. Alongside delivery, we capture learning from each place to develop a practical, experience-informed playbook that supports wider system improvement.

Purpose of the role

The purpose of this role is to build exceptional, trusting relationships with parents, carers and the wider community to enhance engagement with early years support services across our target communities. This role will work in partnership to improve the approach to and delivery of parent outreach and engagement across the community, ensuring parent voice and broader best practice is embedded in local strategies. This role will also be responsible for providing people leadership to the Parent Connectors in the WDC team.

Key accountabilities

Parent Outreach & Engagement

- Work in partnership with a wide range of local partners to build and continuously strengthen the approach to early years parent outreach and engagement.

- Develop and oversee delivery of Thrive at Five's local parent outreach and engagement plans, with reference to the Playbook and overarching strategy for this workstream.
- Lead the delivery of community events designed to engage pregnant mums and their partners, parents and carers of babies and toddlers, ensuring Thrive at Five works closely with local partners to ensure sustainability of these events and best practice can be shared more broadly.
- Support the scale up of parent-baby-toddler (PBT) groups, where required, identifying local partners to lead and supporting their set up through use of our playbook and connecting groups to wider community services and assets which will benefit parents, carers and children
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- Work in partnership with the Central communications team to support the development of innovative and effective communications to reach parents at scale, including influencing how communications are delivered to parents across the system.

People Leadership

- Provide people leadership and coaching to the team of Parent Connectors to ensure they deliver to a high standard in their respective areas.

Continuous improvement

- Work with the Learning & Impact team to develop metrics and support gathering of required data to understand what outreach and engagement activities are and aren't working and work to continuously improve these.
- Continuously record learnings and examples of effective practice to support the development of the Thrive at Five Playbook and to support continuous improvement.

- Support working groups of local partners with a focus on implementation and improvement with a clear focus on achieving a positive change for children and families.

Parent Support

- Provide first class stakeholder management that builds trusting relationships and enables collaboration across the local early years system.
- Build an active, online community of practice focused on parent support with participation from across the local system and a focus on strengthening the everyday practice through the creation and use of high-quality evidence.

Operational leadership

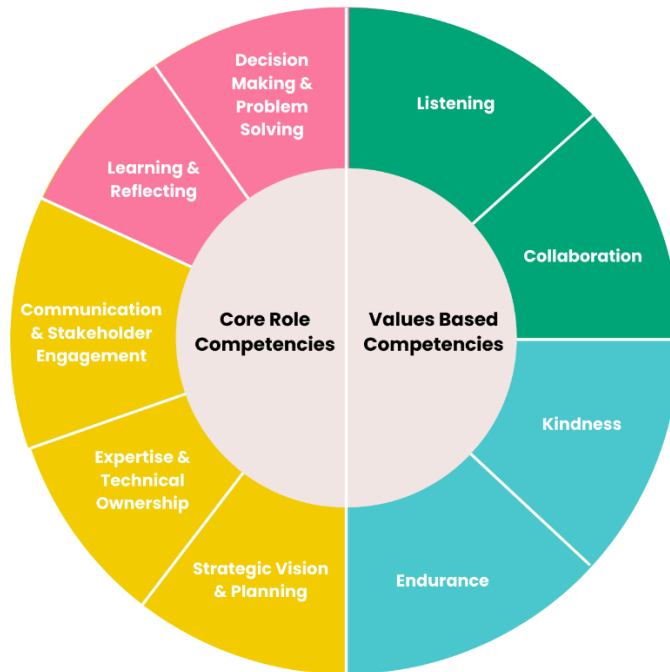
- Develop and manage implementation plans for workstreams related to parent outreach and support.
- Act as an ambassador for Thrive at Five at local, regional and national events.
- Support the central Communications team to identify and share case studies which help to demonstrate the impact Thrive at Five are making in our local communities.

Policies, Procedures and Compliance

- Be familiar with, and comply with all organisational policies, procedures and guidelines.
- Promote and support initiatives that contribute to a healthy and safe working environment for all employees, contractors and visitors.
- Ensure compliance with Health and Safety policies and legislative requirements.

Other duties may be reasonably assigned to this position in consultation with your manager.

Competencies



Leadership Competency



Qualifications and Experience

Relevant qualifications and/or significant experience of leading outreach and engagement teams. We would welcome applicants with a background in community development, whole family support or equivalent.

Knowledge and Skills

- High levels of empathy, passion and care for children and families in local communities, with a strong commitment to putting children's voices and rights at the heart of decision-making and understanding of trauma-informed practice.
- Substantial knowledge and experience of developing and executing effective parent and carer outreach strategies, and of working with pregnant women and families who have children under 5 years of age. We are looking for someone with a good grounding in early childhood development and the service landscape from pregnancy through the first five years of a child's life.
- Ability to work confidently in and across community settings and with local community leaders, building effective, trusted relationships with

stakeholders and other early years professionals to influence system change and promote good practice.

- Ability to think strategically and creatively about new approaches or ways of working which embed prevention and ensure that parents, carers and children's voices shape local decision-making, policies, practice and evaluation.
- Someone who is self-starting and resilient, comfortable with working in complex environments and who is excited about the opportunity to shape the direction of our new programme from the beginning.
- Excellent written and verbal communication skills, with the ability to communicate with different groups of people.
- Experience of programme or project management and/or improving practice is also desirable but not essential.