



GOVERNOR LINK ROLE PROFILE

PARENTAL ENGAGEMENT, MARKETING & COMMUNICATIONS

RGB

THE ROLE OF A LINK GOVERNOR

The role of governors in providing support and challenge to senior leaders is more important now than it ever has been. Schools are currently facing a great deal of uncertainty and their success in navigating through this period depends on strong and informed leadership.

As a link governor you will be required to:

- Make pre-arranged visits/calls to the school, with a clear focus. Guidance for how to arrange, complete and completing a visit form is available [here](#).
- Keep the governing board informed about your link area(s), and act as a link between governors and staff
- Support and challenge the member of staff who is responsible for your link area(s). To prepare for this, refer to resources such as 'The Key' or ask the Headteacher for questions to ask. You may need to read applicable school policies which will be available on their website.
- Develop knowledge in their specialist area and take part in relevant training
- Make sure the school has relevant policies in place
- Monitor the implementation of the school's strategy in your link area using information such as school data, outcomes, questioning staff and pupils etc.

Work closely with the relevant member of staff

Set up regular meetings with the relevant staff member so you can monitor what the school's doing. These may include activities such as learning walks and meetings with students and staff.

Be the link to the board

Your job is to act as the link between governors and staff, and to report to the board on things like:

- Subject/provision delivery
- How the subject/provision links to the school improvement plan (SIP) and contributes to pupils' learning
- Progress and challenges facing the subject/provision
- The impact of the subject/provision on pupils
- Upcoming relevant information such as activities, focus days, important deadlines, workshops etc.

How to monitor the subject/provision

We recommend you either meet your link staff member, or visit your school, at least **once a term, three times per year**. Establish a focus for each meeting or visit - these should be linked to any priorities on the schools 'SIP'. If your link area(s) are not on the SIP, work with school leaders to decide a focus for the visit based on their action plans.

What you should focus on

- Plans to improve the subject/provision
- The quality of delivery and impact for pupils
- Subject/provision uptake or student interaction
- Pupil and parent engagement
- Teacher/staff member workload and development

Ways to monitor

- Regular meetings with the relevant staff member(s)
- Visits to the school to see subject/provision in action
- Talking to pupils, parents and staff (or doing a survey)
- Reports from the relevant staff member(s)

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DUTIES & RESPONSIBILITIES

Parental engagement has a large and positive effect on children's learning. It is therefore a priority to identify interventions that are effective in supporting parental involvement, particularly those parents who are either not significantly involved in their children's education, or who are not involved at all. Quality school marketing is essential in engaging new students, attracting high quality staff and connecting with parents.

The parental engagement, marketing & communications link governor will:

- Ensure the school is being accessible and the school has ways of hearing a diverse range of the parent's voice
- Monitor and challenge that the school are being active in establishing different channels of communication and that the communications that are sent out via any platform are accessible, timely, exact and informative.
- Support and challenge the school in measuring parental engagement and monitoring the impact of strategies to improve engagement.
- To challenge how improved parental engagement is being targeted for particular students with low attendance, behaviour issues and pupil premium families.
- Monitor and challenge the quality of school marketing ensuring they are promoting themselves well in the community, championing their students and good practice.
- To monitor the effectiveness of school marketing throughout the recruitment and admissions process of new students and measuring the impact of this. You may find it useful to meet with the Trust regional marketing & comms team
- Challenge the schools on the quality of their parent communication such as response time, frequency, how they are listening to parent communication and using feedback.
- Be the voice at RGB meetings who considers parent communication and engagement in initiatives, changes and news

RESOURCES

USEFUL RESOURCES

[DFE: review of best practice in parental engagement](#)

[NGA Parental Engagement: A guide for governing bodies](#)

[Parental Engagement Strategies: Advice and case studies](#)

[How to measure parental engagement](#)

[The four pillars of parental engagement](#)

[Parent involvement matters video](#)

[Parent survey pack](#)

[The do's and don'ts of school communication with parents](#)