

15<sup>th</sup> September 2017

Dear candidate,

I am delighted that you are interested in learning more about the Communications Officer role at the Institute for Teaching (IFT).

The IFT is a specialist graduate school for teachers. Our courses have a single purpose - to ensure that teachers are able to keep getting better.

We believe that having an expert teacher in every classroom is the best way to make sure that every pupil, regardless of their background, gets a great education. But teaching is complex and becoming an expert isn't easy. To improve teaching we must improve the training teachers receive because most of what's out there isn't helping them to get better.

That's why we are doing things differently - re-thinking teacher education and providing a progression pathway to expertise that is taught by a faculty of expert teacher educators. Teachers deserve as much effort to go into their training as they put into their teaching.

We are looking for an exceptional individual to join this team. The Communications Officer will be responsible for ensuring the effective planning and delivery of high quality, creative and surprising integrated communications to a range of stakeholders.

In order to excel in this role the post-holder will need to be passionate about the cause, excellent at communicating, prepared to turn their hand to pretty much anything and digitally savvy.

To apply for the role please email the following no later than 5pm on Sunday October 22<sup>nd</sup> to [hr@ift.education](mailto:hr@ift.education):

1. A supporting letter (**no more than 2 sides**) outlining how your knowledge, skills and experience meet the requirement of role;
2. Your CV (**maximum 2 sides**); and
3. We would also be grateful if you could include a completed equal opportunities form, which you can download [here](#).

If you have any questions or queries about this role or wish to have a confidential conversation about the position, please get in touch via [hr@ift.education](mailto:hr@ift.education).

Yours faithfully,



Matthew Hood  
Director

## Job Description

<b>Job title:</b>	Communications Officer
<b>Reports to:</b>	External Relations Director
<b>Start date:</b>	ASAP
<b>Contract term:</b>	Permanent
<b>Location:</b>	London
<b>Salary:</b>	£24,000–29,000 depending on experience plus £3,000 London weighting and 11% pension contribution

### What is the role?

This is an opportunity to join a high performing team committed to ensuring that all children get an excellent education. The Communications officer will:

- Use your imagination to work creatively with the External Relations Director to deliver eye catching and engaging information to relevant audiences.
- Be the first port of call for media inquiries, arranging responses, briefings and interviews with journalists.
- Provide a monthly media monitoring report for internal stakeholders.
- Keep a close eye on the external environment; inputting into internal calendars and co-planning documents.
- Co-ordinate events and conferences owning the invitation process and on the day support.
- Co-ordinate direct mail and social media campaigns.
- Monitor the website and social media channels and ensure they are leading the debate around teacher education through relevant and regular updates.
- Maintain the teams' contact databases, build stakeholder lists and manages the dissemination of reports.
- Other duties as required to support effective communications and a successful organisation.

### What will the team look like?

You will be working alongside the recruitment and communications teams, reporting to the External Relations Director, Nicki Whiteman, a communications specialist and former BBC journalist with a track record of working in the education sector.

### What's the context?

The IfT is a rapidly growing organisation. This means that:

- You'll feel an ownership over our vision and mission;
- The team will start small and grow quickly;
- There will be few established processes and norms;
- There will be frequent change;
- There will be a need for constant prioritisation as resources will be limited;
- There will be an expectation of flexibility - this is not a nine-to-five job and everyone will need to pitch in; and,
- You'll have an understanding of all aspects of our work in the early stages and as we grow you'll need to make the shift to increased specialisation.

### What will be required of you?

- Some evening and weekend work as required to support and facilitate the programme.
- Some travel within England (particularly the South Coast, North West and West Midlands).
- Significant initial commitment during this early phase.

**What are the benefits?**

- Pension: 11% pension employer contribution.
- Annual Leave: 25 days per year (in addition to bank holidays).
- Please note that the IfT is currently incubated by the multi-academy trust Ark, and your employment contract will therefore be with Ark Schools.

## Person Specification

### Knowledge, Skills & Networks

- A good knowledge of the media and UK education system.
- Experience of working in a small, ambitious and dynamic team environment delivering big impact on limited budgets.
- A good understanding of digital communications.
- Experience of working in a media environment and of working with journalists.
- Experience of supporting the delivery of events.
- Experience of using social media to support marketing and communications.

### Values

The successful candidate will have a strong belief in, and enthusiasm for, the vision and mission of the IFT, and consistently demonstrate our values, which are:

- Rigour
  - Accomplish large amounts of high quality work
  - Articulate what you are and are not trying to do
  - Discover practical solutions to hard problems
- Kindness
  - Be known for your courtesy and candor
  - Be true to your word
  - Treat people with respect independent of their status or disagreement with you
- Curiosity
  - Learn rapidly and eagerly
  - Seek to understand your impact
  - Get beyond symptoms and identify root causes
- Collaboration
  - Skillfully give, receive and use feedback
  - Make time to help colleagues
  - Demonstrate consistently strong performance so colleagues can rely on you
- Bravery
  - Make wise decisions despite ambiguity
  - Challenge prevailing assumptions when warranted and suggest better approaches
  - Question actions inconsistent with our values

### Education and background

- Educated to degree level.
- Right to work in the UK.
- This post is subject to an enhanced police check of previous criminal convictions with the Disclosure and Barring Service (DBS).

## Recruitment process

### Safe Recruitment Procedure

The IfT is committed to safeguarding and promoting the welfare of children and young people. In order to meet this responsibility, it follows a rigorous selection process to discourage and screen out unsuitable applicants.

### Disclosure

This post is classified as having substantial access to children, and appointment is subject to an enhanced police check of previous criminal convictions (DBS). Applicants are required, before appointment, to disclose any conviction, caution or binding over including 'spent convictions' under the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975. Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar individuals from employment – this will depend upon the nature of the offence(s) and when they occurred.

### Probation

All new staff will be subject to a probation period of six months. The probation period is a trial period, to enable the assessment of an employee's suitability for the job for which they have been employed.

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### Equal opportunities

We would be grateful if you would be willing to include a completed equal opportunities form with your application. Please note that this information will be treated confidentially and will not be used for assessment purposes, and will not be available to anyone responsible for shortlisting for this role. In accordance with the IfT's equal opportunities policy, we will provide equal opportunities to all candidates. This information will help us to monitor our performance in order to enable us to ensure our compliance with this policy. You will not be penalised if you do not agree to provide this information.

### Shortlisting, interviews and reference checking

Only those candidates meeting the right criteria will be taken forward from application to a shortlist. Shortlisted candidates will be interviewed. References from the previous and current employer may be taken up for shortlisted candidate.

The application process has four stages:

1. **Application** – email your supporting statement, CV and equal opportunities form (which you can download [here](#)) to [hr@ift.education](mailto:hr@ift.education) before 5pm on Sunday 22<sup>nd</sup> October.
2. **Round one Interview** – this will be with the External Relations Director and will focus on your background, suitability for the role and fit with our team.
3. **Round two Interview** – this will be with the External Relations Director and the Director of Recruitment and will include a range of activities that will test different aspects of the person specification as well as further discussions about your background.
4. **Disclosure and References** – all disclosure processes must be complete before the post can be confirmed.

**Questions or further information**

If you require more information or would like an informal discussion about this role please contact us via [hr@ift.education](mailto:hr@ift.education).