



King's Academy Binfield

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DIRECTOR OF COMMUNICATIONS

King's Academy Binfield
St. Georges Park, Binfield, Bracknell, Berkshire, RG42 4FS
Principal Designate – Mrs Sarah Howells
Email: sarah.howells@kingsacademies.uk



King's Academy Binfield

Dare to be Remarkable

January 2018

Dear Applicant

Thank you for taking the time to find out more about the role of Director of Communications at King's Academy Binfield (KAB).

As stated in the advert, this is quite possibly the greatest opportunity of your career so far; the chance to work in genuine partnership to design and shape innovative and creative pedagogy, policy and practice in a brand new all-through academy as a founding faculty leader.

We will be opening in September with just 120 Year 7 students and will then rapidly grow year on year to our capacity of over 1800. This in itself provides outstanding opportunity to ensure from the outset that all we do and how we do it is based on the most outstanding practice which enables all our students to flourish. Our staff team will be small initially too, growing rapidly year on year as per the students. This means all staff will be expected to commit to all aspects of academy life to ensure the students get the exceptional education and experiences they deserve.

The primary phase at KAB and a resource provision will both open in September 2019. At the same time, we also anticipate the opening of Amen Corner North, a one form entry primary school a mile away, which will be run as an intrinsic part of KAB.

Professional learning opportunities will abound as the successful candidate will not only provide the strategic leadership for English, Humanities and MFL throughout the two academies but as a founding faculty leader they will be involved in aspects of whole academy strategic and day-to-day leadership.

The successful applicant will work with staff, parents and of course students, to ensure the very best learning experience within the faculty and across the academies for all. Great progress of each and every student is essential. You will commit to our moral imperative of 'whatever it takes' and to the ethos of embedding a genuine thirst for learning and relentless pursuance of excellence whilst always considering the well-being of the students and the staff.

We are looking for someone who is creative, flexible and a great team player with a proven track record of success. I don't expect you to have had experience across all key stages however you will be excited by the prospect of creating a learning journey from 4 to 18 and will be eager to learn about outstanding primary and secondary pedagogy and how that might impact on teaching and learning throughout all key stages.

The successful post holder will appoint and line manage the teachers within the faculty.

We know we will be popular as we are already more than three times over-subscribed for our first cohort entry. It is incumbent on us therefore to honour the trust the community have placed in us by ensuring KAB provides an excellent, all round education from day one.

I hope that this information is useful but am aware as a brand new academy you may have further questions. If this is the case, or if you would like an informal discussion about the role please do not hesitate to contact me via email; sarah.howells@kingsacademies.uk and I will get back to you.

If you feel that you are the right person to join the King's family at this very exciting time I will be delighted to read your application.

Yours faithfully



Sarah Howells
Principal Designate
King's Academy Binfield

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Opportunity and Success on a Global Stage



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King's Academy Binfield Job Description

Director of Communications (to include English, MFL and Humanities) KGA L19-27 (£50,286 – £55,338 PLUS KGA BONUS SCHEME)

LINE MANAGER: PRINCIPAL

This job description is non-contractual and provided for guidance only. As such it is liable to change in accordance with the changing needs of King's Academy Binfield, the development of the role and the development of the post holder. This Job Description may be amended at any time following discussions between the Principal and member of staff, and will be reviewed annually. It is anticipated that the strategic and day-to-day nature of the role will evolve as the academy grows and develops.

MAT

Key whole academy leadership responsibilities will be negotiated with the post holder once all senior post holders have been appointed.

Key Responsibilities:

- To lead the Communications faculty; oversee staff development within the faculty and ensure outstanding student progress.
- To be an exemplar and model of teaching skills within the academy, leading the development of teaching skills.
- To impact positively and directly on the quality of teaching and student outcomes within the academy and where required, beyond.
- To evaluate the effectiveness of teaching and learning, the curriculum and progress towards targets to inform future priorities and targets.
- To monitor and evaluative activities including, observation, scrutiny of work and analysis of performance data.
- To work in partnership with the primary staff team to ensure outstanding curriculum, teaching, learning and progress 4-18 is enabled.
- To lead the whole academy with a consistent approach towards excellent levels of literacy.
- To support the local primary schools with the effective teaching of literacy and MFL and to ensure strong transition KS2-3 for those students not attending KAB.

Teaching and Learning:

- To ensure strong standards of student attainment and achievement within the whole curriculum area and to monitor and support student progress.
- To be responsible for monitoring students' progress by academic tracking and data analysis.
- To be accountable for student progress and development within the subject area.
- To develop and enhance teaching practices.

- To ensure the provision of an appropriately broad, balanced, relevant and differentiated curriculum for all students.
- Promote excellence in teaching and learning to ensure all students develop their potential.
- Exemplify the skills of teaching and learning as typified by lead professionals and assist in ensuring that the good practice is shared.
- Ensure schemes of learning are developed, used, reviewed and modified to enable the development of high standards of teaching and learning and therefore progress.
- Ensure the delivery and development of the curriculum is effective and meets the needs of all students.
- To be accountable for the development and delivery of all subjects within the communications faculty and the delivery of whole academy literacy.
- To undertake an appropriate programme of teaching in accordance with the duties of this post.

Leadership and Management of Staff:

- Work with the Principal, SLT and other stakeholders to ensure that staff development needs are identified and that appropriate training is provided to improve performance.
- Develop, motivate and train members of the communications faculty, providing clear expectations of their role.
- Identify the training needs of self and others, ensuring that all staff are active in the meeting of their own personal and professional development.
- Participate in recruitment, support and monitoring of new staff and teacher training students within the communications faculty.
- To be responsible for the curriculum planning within the faculty, ensuring it meets any statutory requirements, and the courses taught reflect the needs of our students.
- To review, update and report to the leadership team through the faculty SEF and strategic plan on the standards of leadership, and teaching and learning in communications.
- Undertake performance development of the subject area lead.
- Promote team work and motivate staff to ensure effective working relationships.

Curriculum Provision:

- Liaise with the Principal and SLT to ensure the delivery of an appropriate, comprehensive, high quality and cost-effective curriculum programme which complements the Academy's and faculty's Strategic planning.
- To be accountable for the development and delivery of the subjects within the communications faculty and the delivery of whole academy literacy.

Curriculum Development:

- To lead curriculum development for the whole faculty.
- To keep up to date with national developments in the subject areas and teaching practice and methodology.
- To actively monitor and respond to curriculum development and initiatives at national, Trust, regional and local levels.
- To liaise with SLT to consider accreditations with the relevant examination and validating bodies.
- To be responsible for the development of key skills in English and literacy across the Academy.

Cross Curricular:

- Lead literacy across the Academy.
- Act as a consultant to other faculties/departments on matters relating to the subjects within the faculty and literacy.
- Lead evaluation strategies to contribute to overall academy self-evaluation.

Communication:

- Ensure all members of the faculty are familiar with its aims and objectives.
- Effectively communicate with all stakeholders including parents.
- Develop effective subject links with primary schools, examination boards and all other relevant bodies.
- Represent the Academy's view and interests.

Professional Standards:

- Support the ethos, vision, principles and values of the Academy.
- Treat colleagues, students and all members of the community with respect and consideration.
- Treat all students fairly, consistently and without prejudice.
- Set a good example to students in terms of appropriate dress, standards of punctuality and attendance.
- Support the aims of the Academy through attendance and participation in events.
- Support the ethos of the Academy by upholding the code of conduct, uniform expectations, etc.
- Take responsibility for own professional development and participate in arrangements as adopted by the Academy for the assessment of his/her performance and that of other teachers.
- Reflect on own practice as well as the practices of the Academy with the aim of improving all that we do and achieving excellence.
- Read and adhere to the various policies of the Academy and implement Academy Strategic Plans.
- Participate in the development and management of the Academy by attending various meetings.
- Undertake duties that may be reasonably assigned to them by the Principal.
- Undertake professional duties that may be reasonably assigned to them by the Principal.
- Be proactive and take responsibility for matters relating to health and safety.

Quality Assurance:

- To ensure the effective operation of quality control systems.
- To establish the process of the setting of targets within the faculty and work towards their achievement.
- To establish common standards of practice within the faculty and develop the effectiveness of teaching and learning styles in all subject areas within the faculty.
- To contribute to the Academy procedures for lesson observations and learning walks.
- To implement academy quality assurance procedures and to ensure adherence to those within the faculty
- To monitor and evaluate the faculty including evaluation against quality standards and performance criteria.
- To seek/implement modification and improvement where required.

Information Management:

- To maintain accurate records and keep up-to-date information concerning the faculty.
- To make use of analysis and evaluate performance data provided.
- Identify and take appropriate action on issues arising from data, systems and reports; setting deadlines where necessary and reviewing deadline progress on action taken.
- To produce reports on examination performance.
- Provide the MAT/Local Governing body with relevant information relating to the faculty's performance and development.
- To produce reports for the Principal, SLT and MAT/Governors.
- Update the relevant sections of the SEF with requested information.

Staff Development:

- Promote teamwork and to motivate staff to ensure effective and timely input into all academy communication methods.
- Act as a professional role model.
- Provide training to staff; establish clear protocols; manage use of software (e.g. survey monkey) to gather stakeholder views.

Additional Duties:

- To play a full part in the life of the Academy's community, to support its distinctive values and ethos and to encourage and ensure staff and students to follow this example.
- To support and contribute to the aims and practice of the wider KGA MAT
- Any other duties as required by the Principal commensurate with the grade.
- To positively engage in the performance review process and in your own professional development including induction and in-service training opportunities and appraisal. To attend and participate in staff and faculty meetings as appropriate. To make your own contribution to the community life of the College.
- Adhere to all college policies.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post. Where such duties amount to more than a temporary adjustment to the main responsibilities of this job description, it will be amended accordingly. It will anyway be subject to periodic amendment whenever circumstances or appraisal processes dictate changes in the postholder's role within the Academy.

The Academy will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

Employees are expected to be courteous to colleagues and provide a welcoming environment to visitors and telephone callers.

King's Academy Binfield is committed to equality of opportunity. We positively welcome applications from all sections of the community.

KING'S ACADEMY BINFIELD IS COMMITTED TO SAFEGUARDING AND PROMOTING THE WELFARE OF CHILDREN AND YOUNG PEOPLE AND EXPECTS

ALL STAFF AND VOLUNTEERS TO SHARE THIS COMMITMENT. SUCCESSFUL APPLICANTS WILL NEED TO UNDERTAKE A DBS ENHANCED CLEARANCE FOR THIS ACADEMY.
JANUARY 2018



King's Academy Binfield

King's Academy Binfield Person Specification Director of Communications

| Experience | Essential | Desirable |
|---|-----------|-----------|
| Qualified Teacher Status | ✓ | |
| Evidence of continuing professional development | ✓ | |
| Excellent subject knowledge | ✓ | |
| Sustained track record of successful performance as a teacher on the upper pay, advanced skills teacher, excellent teacher or leadership pay ranges | ✓ | |
| Evidence of successful teaching in the primary phase and post 16 | | ✓ |
| Evidence of impactful and creative leadership of others | ✓ | |
| Evidence of the leadership of high standards of attainment | ✓ | |
| Demonstrate excellent and innovative pedagogical practice | ✓ | |

| Skills, Knowledge and Aptitudes | Essential | Desirable |
|---|-----------|-----------|
| Knowledge of strategies to ensure outstanding standards are enabled | ✓ | |
| Up-to-date knowledge and understanding of the different types of qualifications and specifications and their suitability for meeting students' needs | ✓ | |
| Know how to improve the effectiveness of assessment practice in the workplace, including how to analyse statistical information to evaluate the effectiveness of teaching and learning across the school | ✓ | |
| Extensive knowledge and understanding of how to use and adapt a range of teaching, learning, assessment and behaviour management strategies, including how to personalise learning to provide opportunities for all learners to achieve their potential | ✓ | |
| Extensive knowledge and well-informed understanding of the assessment requirements and arrangements for the subjects/curriculum areas being taught, including those related to public examinations and qualifications | ✓ | |
| Have a developed, extensive and deep knowledge and understanding of the relevant subjects/curriculum areas and related pedagogy, including how learning progresses within them, gained for example through involvement in wider professional networks associated with the subjects/curriculum areas | ✓ | |

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|--|---|--|
| Have an excellent ability to provide students, colleagues, parents and carers with timely, accurate and constructive feedback on students' attainment, progress and areas for development that promotes their progress | ✓ | |
| Knowledge of current educational curricular issues relating to the communication subject areas | ✓ | |
| The capacity to inspire and motivate others – both adults and students | ✓ | |
| Possess the analytical, interpersonal and organisational skills necessary to work effectively with staff and leadership | ✓ | |
| Have strong knowledge on matters concerning equality, inclusion and diversity in teaching | ✓ | |
| Ability to use ICT both as a teaching tool and for administrative purposes | ✓ | |

| Personal Qualities | Essential | Desirable |
|--|-----------|-----------|
| Enthusiasm, determination and an insistence on high standards | ✓ | |
| Buy in to the philosophy of 'whatever it takes' | ✓ | |
| A steely core capable of dealing with all obstacles | ✓ | |
| A sense of humour | ✓ | |
| Excellent attendance and punctuality | ✓ | |
| A willingness to learn new skills and approaches and to share the experience with others | ✓ | |
| Belief in the value of individuals and ability to challenge when this is not displayed | ✓ | |
| Display optimism and ambition for all learners and a commitment to their development | ✓ | |
| Be able to work under pressure, prioritise and manage time effectively | ✓ | |
| Be very generous and flexible with your own time | ✓ | |
| Excellent communication and interpersonal skills | ✓ | |
| Ability to motivate staff and set example of high personal standards | ✓ | |

| Other Qualities | Essential | Desirable |
|---|-----------|-----------|
| Candidates must be suitable to work with children, ascertained by clearance through the DBS including barred list check | ✓ | |

Safeguarding Statement

King's Academy Binfield is committed to safeguarding and promoting the welfare of children and young students and expects all staff to share this commitment. The successful applicant will need to undertake an Enhanced DBS check.