



# HABERDASHERS' ASKE'S FEDERATION



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COMMUNICATION &  
POLICY MANAGER

RECRUITMENT  
PACKAGE

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A MULTI-ACADEMY  
TRUST

[www.haaf.org.uk](http://www.haaf.org.uk)



## About us

### A Message from the Chief Executive

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A very warm welcome to Haberdashers' Aske's Federation. We are a growing Multi-Academy Trust of three secondary schools and five primary schools organised as three all-through 3-18 academies and a primary free school:

Haberdashers' Aske's Crayford Academy

Haberdashers' Aske's Knights Academy

Haberdashers' Aske's Hatcham College

Hatcham Temple Grove Free School

Our schools are in the London Boroughs of Lewisham and Bexley and educate over 5,000 children and young people in south-east London. We are opening a new secondary school in the London Borough of Southwark in September 2019. All our schools have a single vision and ethos and are committed to valuing tradition, as well as progress, and promoting excellence in every area of school life, and to ensuring every student in our care fulfils their potential. We have a strong ethos based on mutual respect and responsible behaviour.

Our Principal Sponsors, the Worshipful Company of Haberdashers, take a keen interest in the welfare and progress of our students and are extremely generous with their support and expertise.

### Being Part of a Multi Academy Trust

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Our Federation brings together primary and secondary schools in an innovative and ambitious way. United by a single Trust Board, Chief Executive, Finance Director and Director of Performance, our three all-through school clusters are autonomous schools with their own Principals and senior leadership teams.

At the same time, links develop at every level and in every area of school life. There are excellent opportunities for sharing resources, learning from each other and student and teacher exchange. To work effectively as a group at this scale, we depend upon effective communication within and between our schools and externally. Improving the effectiveness of our internal and external communications is a key priority of our five-year strategy. This role, reporting to the Director of Performance and the Director of External Affairs, is critical to the success of that goal.

The focus of our strategy is on using communication as a means to delivering our overall aims, which are set out on the next page. For that reason this post brings together responsibilities for communication with overall responsibility for ensuring compliance with our full range internal policies and procedures and statutory requirements.

In both aspects of this role you will need to work with and through others across the organisation. By harnessing the power of key staff and senior leaders in all our schools you will play a key role in helping us achieve our ambitious goals.



## Statement of values, aims and ethos

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The Haberdashers' Aske's Federation is a Federation of three all-through clusters of primary and secondary schools each at the heart of their community. They share a vision for the education of children and young people built from our values of aspiration and achievement, personal responsibility, self-discipline and mutual respect. We are forward looking and value innovation within the context of our long tradition of providing excellent education. Based upon these values we aim to ensure all the children and young people who come to our schools:

- Are happy and safe at school and are able to learn successfully within a supportive environment
- Are able to achieve their full potential personally, academically and socially
- Develop and grow as independent, resourceful and resilient individuals
- Are equipped with the skills, qualifications and love of learning they will need to be successful in the world they will join as adults

We will achieve these aims by providing a safe environment where all children and young people can succeed through:

- Provision of a curriculum that is stretching, relevant and provides each student with the opportunity to excel
- High expectations of every member of our community
- Excellent teaching, leading to the highest standards of academic excellence
- The best standards of behaviour based upon our values of mutual respect, self-discipline and self-confidence
- A respect for tradition that embraces innovation and challenge

## Our Five-Year Strategy

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Our five-year strategy for 2018-2023 sets ambitious goals for our Multi-Academy Trust. We want children in our schools to make rapid progress at all stages of their education (primary, secondary and sixth form) compared to their peers in other schools and as a result achieve excellent outcomes in their qualifications. To achieve this our strategy has six priorities:

- To fully align the curriculum and its assessment across our Federation from Year 1 to Year 11
- To establish our Atlas Teaching School as the provider of school improvement services within the Federation and as the provider of first choice in the local area beyond the Federation
- To create a sector leading Analysis and Insight service within the Federation
- To ensure our sixth forms are highly effective and financially viable
- To ensure our communication systems are efficient, reliable and effective
- To ensure our multi-academy trust has the structure to ensure high standards are sustainably delivered



# Role Description

## Communications & Policy Manager

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Start date:	ASAP
Hours of work:	4 days per week (28 hours per week)
Salary:	£27,629 to £33,146 (£34,536 to £41,433 FTE) depending on experience + 17.9% pension (LGPS)
Length of post:	Permanent
Location:	South London
Accountable to:	Director of Performance & Director of External Affairs

### Job Purpose

The communications and policy manager is responsible for improving the quality of the Federation's external and internal communications channels, for managing the process by which the Federation's policies are kept compliant and their impact is evaluated. The post holder is also the responsible officer for freedom of information and advises on data protection. The post holder shares the responsibility for acting as clerk to governors' meetings and panels for exclusions, complaints and other casework, as part of the cross-federation governance and executive support group.

The communications and policy manager will work with the Director of External Affairs to deliver the Federation's five-year strategy goal to improve communications. There are three parts to this goal and the communications and policy manager will work across all of them.

- High quality website and develop a social media presence
- Internal communications that ensure we are a highly effective organisation
- Ensure communications with external stakeholders are of the highest quality

The communications and policy manager will be responsible for the suite of policies and procedures that the organisation has in place to ensure it can operate effectively at scale and comply with statutory requirements on it.

The major challenges in the next two years include procuring new web sites to better represent each of our schools whilst maintaining a common Federation identity; refreshing our intranet to make it a more useful resource for staff; developing a communication commitment for all our staff and working with colleagues across our schools to ensure it is followed; identifying and implementing improvements to our internal communications systems and helping staff to get the most benefit from them. In addition the postholder will support the communications aspects of major strategic projects that the Federation and its schools are undertaking. This includes opening a new secondary school (Haberdashers' Aske's Borough Academy), disaggregating the Federation's all-through schools into legally separate primary and secondary schools and promoting our growing sixth form at Haberdashers' Aske's Knights Academy

### Previous experience

The successful candidate will have experience in using communication to achieve organisational goals. They will also have experience relevant to the policy aspect of the role, which could come from a range of different backgrounds. Examples of relevant experience would include work in the policy or legal function of an organisation such as a business or regulator, or working in the administrative functions of a school, college or university. Experience of the education sector is desirable but not essential. Strong candidates from other public sector, charity or private sector backgrounds who can demonstrate the ability to learn the requirements of a new sector will be considered.





## Detailed Responsibilities

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1. **Managing the organisation's web presence, including its brand and profile**
  - Specifying the requirements for the web site(s), procuring and then managing a web site provider
  - Defining and managing a responsibility matrix of content on the web site and ensuring that it is implemented effectively.
  - Writing web content for the parts of the web site that are identical or aligned across schools, based on knowledge of the organisation or existing organisational documents
  - Specifying what school-specific content is required and quality assuring the content created to ensure that all the statutorily required content exists and that it is correct
  - Ensuring compliance of online content with legal and regulatory requirements (CMA, DPA, QAA etc.)
  - Training school staff who create web content on how to do so, so that they are able to do this largely unsupported
  - Working with school staff to help them to improve the quality of the content they produce
  - Analysis of google analytics of the website(s) and proactively contributing to plans to increase traffic to organisation's web presence
  - Ensuring compliance with the overall strategic direction of the website(s) to include content reviews, guidance and advice on best practice and training for staff when required.
  - Working with the Director of External Affairs to link the web presence effectively with social media channels
2. **Ensuring the intranet is a high quality and useful resource for staff, with key documents distilled into a staff handbook each year**
  - Ensuring the intranet responds to users' needs and is appropriately consistent across the organisation
  - Developing a house style for the intranet, consistent with the Federation's brand and contributing to the organisation's communications protocol
  - Training content authors to create pages for the intranet and supporting them to follow the house style
  - Distilling key documents into a staff handbook which is published annually
3. **Managing the process by which the Federation's policies are kept compliant and their impact is evaluated, by guiding and quality-assuring the work of policy authors**
  - Maintaining an accurate record of the policies the Federation and its schools are required to have and advising policy authors of changes in requirements
  - Managing the process of commissioning, quality-checking, formally approving and publishing policies
  - Reporting on this process to the Federation Executive and to the governors
4. **Being the responsible officer for Freedom of Information, providing advice on data protection and acting as one of the clerks to governors' meetings and panels for exclusions, complaints and other casework**

# Person Specification

Criteria	Essential	Desirable
Education/qualification and training		
Degree level or equivalent qualification	X	
Higher (masters) level professional qualifications relevant to one or more of the job responsibilities		X
Knowledge/skills		
Skilled in writing policy, process, training and business case documents	X	
Skilled in writing for the web	X	
Knowledge of Word, Excel and other Microsoft Office products	X	
Skilled in writing for a range of internal and external audiences	X	
Knowledge of education law, data protection law and freedom of information law		X
Experience		
Experience of managing online communications in an organisation with multiple business units and sites	X	
Experience of working in a school environment and with teachers and children		X
Experience of managing a school website		X
Experience of managing compliance and analysing the implications of regulatory change for an organisation	X	
Experience of training others	X	
Personal characteristics/other requirements		
Confident in oral communication in a wide range of situations, including training others and negotiation	X	
Organised and disciplined, good at planning and managing complex tasks, including when working with others	X	
A self-starter and proactive, keen to identify opportunities for improvement and able to drive them forward alone or in collaboration with others	X	
Able to explain complex topics and processes to colleagues who are unfamiliar with using them in a way that clearly identifies the relevance to them	X	



# Recruitment Process

## Key dates

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The selection process will take place according to the timetable below. Before making an application, please ensure that you are available on the interview date, Thursday 20<sup>th</sup> December 2018.

If a large number of applications is received, candidates may be set a short task to complete after the closing date to aid with selecting the shortlisted candidates who will be invited to interview.

Thursday 22<sup>nd</sup> November: Role Advertised

Thursday 13<sup>th</sup> December 12pm: Application closing date

Monday 17<sup>th</sup> December: Shortlisted candidates notified

Thursday 20<sup>th</sup> December: Interview & assessments

## Format of Applications

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Applications must be made using the application form which can be downloaded from the vacancies page of our web site [www.haaf.org.uk](http://www.haaf.org.uk).

## Further information

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If you would like more information about the post or our organisation, please contact Fred Sharrock, Director of Performance, [f.sharrock@haaf.org.uk](mailto:f.sharrock@haaf.org.uk) or Catherine Bartlett, Director of External Affairs, [c.bartlett@haaf.org.uk](mailto:c.bartlett@haaf.org.uk) for a confidential conversation.



## Other Recruitment Information

### References

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The Federation will obtain references from your referees. In order to prevent a delay please ensure that the reference section of the application form is accurate and completed in full.

### Right to work in the UK

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Section 8 of the Asylum and Immigration Act 2006 makes it a criminal offence for an employer to take on a new employee whose immigration status prevents him/her from taking up employment. If you are invited to attend an interview you will be asked to produce original and up to date documentary evidence of your right to work in the UK.

### Data Protection

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Any data about you will be held securely with access restricted to those involved in dealing with your application in the selection process. By signing and submitting your application form you are giving consent to the processing of your data.

### Criminal Convictions

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All education establishments in the UK are exempted from the Rehabilitation of Offenders Act 1974. In practice this means that all applicants must inform on all spent and un-spent convictions on their application form and when completing a Disclosure and Barring form. Failure to provide this information may result in dismissal. List 99 is also obtained on anyone who will be working or coming into contact with children; and must be received by the Academy before employment can commence.

### Equality and Diversity

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We recognise the benefits of a diverse workforce such as ideas and talent. We are committed to eradicating discrimination in the workplace; and becoming an employer of choice.

### Special Requirements

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If you require reasonable adjustments prior to your interview, these can be arranged by emailing [j.westwood@haaf.org.uk](mailto:j.westwood@haaf.org.uk) and where practical we will support your request.





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