

Marketing Manager

Grade 7, SCP 27- 32, £31,346 to £35,745

Full time (36 hours 40 minutes per week, full year)

Purpose of Post

To provide professional marketing and communication services to The Cranmer Education Trust, firstly for the marketing of the CET's new secondary school, the Brian Clarke CE Academy, which is due to open in 2022, and to develop wider Trust marketing, communications and social media strategies.

Reporting to: The Director of Operations for the Cranmer Education Trust.

Working with: The Headteachers of the school/s and the Executive of the Cranmer Education Trust.

Context: That in addition to its growing school population (which this post will focus on) the CET also runs a big and dynamic teacher training arm (Manchester Nexus SCITT), and through The Blue Coat School will lead the Teaching School Hub for Oldham and Tameside which is opening in September 2021 (name tbc). Social media communications and marketing for the SCITT are established and outsourced through a specialist provider. For the Teaching School Hub, they will be developed. The job is necessarily about pupil and student recruitment, but also about the identity of the Trust and the manifestation of the vision, values, reputation and ethos so that every arm of the organisation, (particularly through social media) effectively demonstrates to families, potential staff, public and other stakeholders what the Cranmer Education Trust stands for, and how the whole is a sum of its parts and greater than a sum of its parts.

Responsibilities

NEW SECONDARY C OF E FREE SCHOOL - BRIAN CLARKE CHURCH OF ENGLAND ACADEMY

1. Update the Free School Marketing Strategy document and extend the Marketing Plan and milestones.
2. Prioritise the stakeholder list for the new secondary free school, ensuring higher level of engagement with priority audiences on social media or face to face marketing for example.
3. Work with the headteacher of the new school.

TRUST COMMUNICATIONS

4. With the Director of Operations, CEO and Executive Assistant have an overview of Trust-wide communications making sure that the relevant mechanisms/channels e.g. social media are taken advantage of as appropriate.
5. Oversee the marketing calendar of events for the school's marketing

SOCIAL MEDIA

6. Oversee the social media accounts for the new secondary free school, the Trust and with the Director of Operations, develop the social media strategy for the Trust.
7. Develop the content for social media, schedule it and create the engagement by commenting, contributing, attributing appropriately with key audiences/customers.

8. Liaise with headteachers and communications leads in schools, SCITT and Teaching School Hub in developing and getting them on board with the whole Trust communication and marketing strategy.
9. Oversee the marketing calendar for the Trust and for the new secondary free school and devise systems for schools to follow in respect of planned events and communications.
10. Advise schools on how to set up and maintain their social media calendars and schedules.
11. Carry out routine quality assurance audits of Trust social platforms, checking accounts represent the brand as well as vision and values.
12. Review the success of Trust social platform posts and paid promotions; make recommendations and give advice about what has worked and can be replicated.
13. Maintain good working relationships and channels of communication with appropriate Trust colleagues who lead on specific areas of social media.
14. Foster relationships with external agencies, community groups and other schools in line with Trust priorities, maintaining a database of stakeholders centrally and/or support local database maintenance.
15. Work flexibly as needed and possess the ability to work remotely.
16. Provide strategic marketing and communications advice and expertise to support other communications work ongoing within the Trust.

BRAND COLLATORAL

17. Quality assurance of the brand across the Trust.
18. Ensuring that schools have collateral packs of logos, letterhead, PowerPoint etc.
19. Build the Trust brand, communicating with schools on uniformity, giving advice.

STRATEGIC SUPPORT

20. Advise headteachers, service Managers (e.g. HR) and coach relevant teams, enabling others and if necessary, instructing or training others.
21. Support the Director of Operations to grow the right skill set among staff to ensure marketing and communication is distributed within the schools and teams and there is not over-reliance on a single point of contact.
22. Plan for pupil and student admission key dates/windows, strategically supporting heads and recruitment teams with application processes, transition, key marketing milestones. Prompting where necessary and offering advice.
23. Strategically support the Trust HR Manager with workforce and recruitment promotions.
24. Maintain contact and relationships with 3rd party suppliers e.g. consultants, video producers, photographers to be able to recommend options for schools' media requirements.

WEBSITES

25. Review of websites for compliance purposes making changes where necessary.
26. Review and quality check websites for vision, value and brand representation.
27. Maintain the relationship with the website hosting company, together with the Trust ICT Manager and develop the programme of website renewal dates.

28. Support and develop staff in schools and teams with content management training and support, teach and grow the skillset widely. Encourage colleagues to provide support to each other.
29. Work with the website developers to ensure that the Trust's vision for having a consistent Content Management System (CMS) across its organisations is delivered.

EVENTS

30. Support Headteachers (or Head of Sixth Form, SCITT, TSA etc) with strategic advice about holding events and optimising communications and marketing, including virtual events.
31. Have an oversight of presentation materials and advise on correct corporate branding.

STANDARD DUTIES

1. To understand the importance of inclusion, equality and diversity, both when working with pupils and with colleagues, and to promote equal opportunities for all.
2. To uphold and promote the values and the ethos of the Trust.
3. To implement and uphold the policies, procedures and codes of practice of the Trust, including relating to customer care, finance, data protection, ICT, health & safety, anti-bullying and safeguarding/child protection and to maintain high standards in your own attendance and punctuality.
4. To take a pro-active approach to health and safety, working with others in the Trust to minimise and mitigate potential hazards and risks, and actively contribute to the security of the Trust, e.g. challenging a stranger on the premises.
5. Participate fully in staff training and development opportunities including attendance at staff meetings, and work to continually improve own and team performance, and that of the schools, sharing skills and expertise with others as required.
6. To attend and participate in relevant meetings as appropriate.
7. Perform any other additional duties commensurate with the post as determined by the Director of Operations.

The job description is current at the date shown, but, in consultation with the postholder, it may be changed by the CEO to reflect or anticipate changes in the job which are commensurate with the job title and salary weighting.

This post is subject to an enhanced DBS disclosure check through the Disclosure & Barring Service.

| Marketing Manager | Essential / Desirable | How identified (A/I/T) |
|--|-----------------------|------------------------|
| Qualifications | | |
| A degree or professional project management qualification, OR significant professional experience in marketing and communications | E | A |
| Minimum of grade C in GCSE Mathematics and English Language or equivalent | E | A |
| Chartered Institute of Marketing or Chartered Institute of Public Relations qualification | D | A |
| Experience | | |
| Significant experience of marketing and communication | E | A / I |
| Experienced in achieving commercial outcomes balancing quality and cost but with the recognition of the bigger picture of the Trust | E | A / I |
| Can develop and maintain systems to review objectives and goals and can develop plans and timescales to develop services | E | A / I |
| Researching, generating, writing and distributing proactive press releases to targeted media | E | A / I |
| Experience of generating, issuing and monitoring social media | E | A / I |
| Experience of writing for different audiences and different media | E | A / I |
| Experience of independently researching what works in the sector and recommend application to Trust processes and procedures | E | A / I |
| Skills and Abilities | | |
| Excellent skills providing structure to help groups function effectively | E | A / I |
| Ability to tailor communication to different audiences | E | A / I |
| Ability to work confidently and assertively with a range of senior stakeholders to manage expectations and achieve successful outcomes | E | A / I |
| Ability to support and develop others to deliver current and future work, providing guidance to less experienced staff | E | A / I |
| Strong written English and the ability to produce written documents which are clear and appropriate to the audience | E | A / I |
| The ability to negotiate with and influence people at all levels | E | A / I |
| Encourages ideas from others to help develop solutions to problems | E | A / I |
| Ability to be highly organised in pressured working environments and to maintain attention to detail | E | A / I |
| Excellent planning skills | E | A / I |
| Ability to work flexibly including responding to pressure points and changes in workload | E | A / I |
| Ability to proactively seek out tools to improve collaboration | E | A / I |
| Ability to work independently and to tight deadlines | E | A / I |
| Ability to manage web content | D | A / I |
| Ability to write copy for adverts, prospectuses, job descriptions/person specifications and press releases | D | A / I |

| Knowledge | | |
|--|---|-------|
| Knowledge of the Microsoft Office suite | E | A / I |
| Knowledge of Office365, experience with a communication tool such as Slack or MS Teams and knowledge of using programmes such as Trello, or MS Planner | E | A / I |
| A good understanding of secondary education and multi-academy trusts | D | A / I |
| Personal | | |
| Support fully and with integrity the ethos of the Trust | E | A / I |
| A positive approach and maintains focus on priorities | E | A / I |
| A flexible, creative and pro-active approach to complex issues, plans ahead | E | A / I |
| High standards of personal accuracy, taking pride in work | E | A / I |
| Resilience | E | A / I |
| A willingness to work with people from a wide range of backgrounds and a thorough understanding of how to foster community and make people feel included | E | A / I |
| A confident manner and an understanding of how to relate to people in a relaxed way that will put them at ease | E | A / I |
| A problem-solving attitude to all work situations | E | A / I |

A = Application, I = Interview, T = Task

N.B any candidate with a disability who meets the essential criteria will be guaranteed an interview