

# Director of Education

September 2020



*Creative  
Education  
Trust*

# ABOUT CREATIVE EDUCATION TRUST



**Creativity is the ability to find connections between the things we know and to turn these connections into new ideas and action. The academic arts and the sciences, practical subjects and life skills all need creativity. Creativity is highly valued by employers. With knowledge, skills and creativity, every young individual is equipped for success in the knowledge economy of the 21<sup>st</sup> century.**

Creative Education Trust is a non-profit educational charity recognised by the Department for Education as one of the leading multi-academy trusts in England. We support a growing network of schools to improve standards and achieve academic success.

Creative Education Trust was founded in 2010 by a group of successful professionals in the worlds of education, design, architecture, engineering and business who want to make a difference to children in industrial, post-industrial and coastal communities by providing them with an education that will enable them to flourish in the knowledge economy that is the world of the future.



## Our aims for our students are to:

- ★ Raise their attainment in exams and tests through outstanding teaching
- ★ Make them intellectually curious with a sense of confidence
- ★ Increase their participation in HE, FE and apprenticeships
- ★ Ensure they have employable skills and attitudes
- ★ Create rounded individuals through a wide choice of co-curricular activities



## We are achieving our aims through:

- ★ Educational rigour
- ★ Organisational effectiveness
- ★ Financial efficiency
- ★ Partnership & recognition of local identity
- ★ Respect for autonomous leadership
- ★ Quality not quantity
- ★ Promoting practical creativity



You can find out more at:  
[www.creativeeducationtrust.org.uk](http://www.creativeeducationtrust.org.uk)



# ABOUT OUR SCHOOLS



**Our schools provide an education that is academically rigorous and practical, inspired by the principles of creativity, innovation and enterprise. Creative Education Trust's vision for education – Knowledge Connected - is informed by the concepts of structure, pattern, meaning, performance, human interaction and practical making/doing. Drawn from the world of design, architecture and engineering which inspired the founders of Creative Education Trust, these six concepts integrate the curriculum in Creative Education Trust schools.**

The Creative Education Trust schools' network currently consists of eleven secondary schools and six primary schools across the Midlands and East Anglia. All but one of these are sponsored academies. We are at the forefront nationally of improvement in academic standards, curricular innovation, the building of cultural capital for our students, and professional development for our staff.

We plan to expand the number of schools in the network to between twenty and twenty-five over the next few years. This scale will allow our schools to collaborate even more effectively and to work together to develop imaginative new ways of providing education. It will also allow us to offer diverse career paths within Creative Education Trust for our staff and to harness the skill and experience of our subject and school leaders to strengthen the rapid improvement work that we do with newly joined schools. Our aim is to continue to develop a collaborative network of like-minded and ambitious schools which wish to give the best start in life to our pupils to enable them to succeed in the 21<sup>st</sup> century.

You can find out more about Creative Education Trust, its achievements and ambitions on our website: [www.creativeeducationtrust.org.uk](http://www.creativeeducationtrust.org.uk)



Creative Education Trust schools provide a knowledge-rich curriculum integrated with modern skills and creativity.

We are now a network of 17 schools across the East and West Midlands and on the East coast, educating 13,500 children and young people.

# LEADERSHIP AND GOVERNANCE

Creative Education Trust is led by Marc Jordan, one of the founders, who is Chief Executive and a Board Director. Marc is a social entrepreneur with a background as a senior executive and consultant in the creative industries, culture and heritage.

The Director of Education will report to Marc Jordan and will work closely with him and other senior Executive Directors in the head office team.



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## GOVERNANCE

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Creative Education Trust is governed by a Board of Directors chaired by David Anderson. The Board is made up of senior figures in education, business, law and the creative industries.

The Board is advised on educational matters by its sub-committee, the Education Advisory Board. This is chaired by Dr William Richardson, Honorary Visiting Professor of Education at the University of Exeter, who is also Vice-Chair of the Board.

A complete set of professional biographies of current Board Members may be found at <https://www.creativeeducationtrust.org.uk/page/?title=Board+of+Directors&pid=1007>



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# CONTEXT TO ROLE

**This is an exciting time to join Creative Education Trust. Under the long-term leadership of our current Director of Education – who retires at the end of this academic year - we have been very successful in transforming schools with significant and deeply entrenched problems, nearly all of them rated as ‘inadequate’ in the period before they joined us. All schools that have been inspected under our stewardship are now rated Ofsted ‘good’, some with outstanding features.**

The standard of education and the life-chances of our pupils have been greatly improved by the work done by our talented education team and experienced school leaders. Our success has created new and interesting challenges for us going forward. We expect our schools to reach the next level of performance and to succeed on behalf of our students in the world of the new Ofsted framework.

Our exemplary work on curriculum innovation and the building of cultural capital give us strengths that will enable us to flourish in this new world. This is an opportunity for an exceptional education professional to help to shape the next phase of the strategic development of Creative Education Trust and to lead on the successful implementation of our new education strategy to ensure that we deliver our ambitious vision for education and remain a leading provider in an increasingly pressurised schools environment.



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# DIRECTOR OF EDUCATION

## JOB DESCRIPTION AND PERSON SPECIFICATION

### LOCATION

This full-time permanent post may be based in London or the Midlands. The appointee will be expected to attend regular meetings at Creative Education Trust's head office in Holborn, Central London, but most of their time is likely to be spent in schools.

### SALARY

Negotiable – Salary and benefits to attract the best

### REPORTING

Reporting to the Chief Executive, Marc Jordan

### JOB PURPOSE

To take a senior and proactive role in the effective strategic leadership of Creative Education Trust with particular responsibility for:

- Setting the educational vision for the next phase of the trust's development
- Turning this into a well-defined set of strategic objectives
- Ensuring that there are robust, cost-effective and practical operational delivery plans
- Providing effective and inspiring leadership to the central education team and our head teachers and principals
- Ensuring that our schools successfully meet the objectives of the national accountability regime
- Supporting our curricular innovation work and ensuring it is embedded in the practice of our schools
- Being a flag-bearer for Creative Education Trust as a leader in educational excellence
- Working collaboratively with senior colleagues and the Board to ensure that Creative Education Trust flourishes in a sustainable way

### KEY RESPONSIBILITIES

#### STRATEGIC LEADERSHIP AND STANDARDS

- Further establish Creative Education Trust as a leader in educational excellence and success
- Develop consistent and appropriate improvement strategies for schools at different phases of development
- Continue to build and develop the central education team to keep pace with change
- Identify and mobilise cross-trust improvement capacity from within schools
- Monitor the performance of all schools effectively
- Ensure that gaps in school performance are identified and analysed so that appropriate and timely support and challenge are offered to achieve sustainable improvement
- Ensure that data is collected and used in a rigorous way to manage performance
- Report regularly to the Chief Executive and the Board on schools' performance and development
- Keep abreast of developments in accountability, including inspection, to ensure that all criteria are met, and Creative Education Trust schools are in a state of inspection readiness at all times
- Be a confident public face for the trust and deputise for the Chief Executive at local, regional and national levels as required

#### CURRICULUM

- Ensure the alignment of curriculum design and development across Creative Education Trust to provide pupils with an effective programme of learning and positive progression to further education, higher education and employment
- Be a champion of the Knowledge Connected programme and work with the Director of Programmes to ensure that it is disseminated and adopted throughout the trust's schools, and can be articulated successfully in line with the requirements of the new Ofsted framework
- Ensure the effective operation of quality review processes reporting to the Board on issues raised and proposals to improve the performance and efficiency of the curriculum

You can find out more at:

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- Work with the Director of Finance and Resources and other senior colleagues on school budgeting and curriculum and timetable planning to ensure a productive balance between financial efficiency and breadth of curriculum
- Take a strategic role in the assessment and introduction of new and emerging technologies to enhance and extend the learning experience of pupils and to support improvements in the quality of teaching

## LEADERSHIP AND DEVELOPMENT OF STAFF

- Provide inspirational and practical leadership to the central education team, building it and shaping it to meet the demands of a growing trust and changing conditions
- Be the day-to-day line manager of all Creative Education Trust's Headteachers and Principals, providing appropriate support and challenge as required, and ensuring that they are motivated in their work by the shared vision and principles of the trust
- Engage proactively with all Headteachers and Principals to ensure that all trust schools receive the highest quality improvement advice.
- Be responsible via the Education Advisory Board to the Creative Education Trust Board for educational standards and educational performance of all the trust's schools
- Ensure that high-quality training of education staff is provided at all levels, whether through external providers or in-house programmes, and work with colleagues in Human Resources to ensure a regular and timely supply of high-quality teachers is available to Creative Education Trust schools
- Ensure that there are opportunities for the identification of future leaders and that suitable development opportunities are made available to them
- Support the Board and Chief Executive in the recruitment of Principals and Headteachers
- Lead on the development of high-grade shared resources for teaching and learning, utilising the best talent from within Creative Education Trust and beyond
- As a member of the Executive Committee, take joint responsibility with senior colleagues for all aspects of the strategic direction and day-to-day operations of the trust

## PARTNERSHIP WORKING

- Work with Creative Education Trust Principals and Headteachers to develop capacity through identifying and celebrating outstanding practice; encouraging and facilitating cluster working
- Develop partnerships with key stakeholders including other Multi-Academy Trusts, especially the members of The Queen Street Group, the Department for Education, local authorities, Teach First, Ambition School Leadership and any other individuals or agencies who are important to the success of Creative Education Trust

## THOUGHT LEADERSHIP

- Be proactive in keeping Creative Education Trust up-to-date with the latest issues in education and the use of emerging technologies
- Keep abreast of developments in the UK independent and state education systems, as well as internationally, and evaluate new ideas for implementation as appropriate
- Promote and establish Creative Education Trust at the forefront of educational excellence and curricular innovation, communicating effectively our vision and ethos to all stakeholders

This job description is a general outline of the job duties and responsibilities and may be amended as Creative Education Trust develops and the role and team continue to grow. The post holder may be required to undertake other duties as may reasonably be required from time to time.

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	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• Qualified Teacher Status</li> </ul>	<ul style="list-style-type: none"> <li>• Additional Leadership or management qualifications</li> <li>• Further degree</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Exceptional record of leadership and management experience gained in senior leadership, inspection work or educational management</li> <li>• Experience as a successful classroom teacher</li> <li>• Exposure to schools in difficulty and track record of decisive impact on improvement in standards</li> <li>• Experience of successfully moving schools sustainably beyond Ofsted 'good'</li> <li>• Significant experience of leading curriculum development</li> <li>• Extensive experience of developing and leading CPD activities</li> <li>• Relevant portfolio of experience in teaching and learning, school improvement and achievement, attainment and progression</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working at a senior level in a multi-academy trust</li> </ul>
<b>KNOWLEDGE AND UNDERSTANDING</b>	<ul style="list-style-type: none"> <li>• Detailed knowledge of and insight into the characteristics of effective teaching and learning and how improvement can be achieved</li> <li>• Knowledge of Frameworks for Inspection and of the operation of the accountability regime</li> <li>• Up-to-date and in-depth knowledge of current developments in education and the practical implications of these</li> <li>• An interest in the use of new technologies in the promotion of learning</li> <li>• Understanding of how organisations work and how to build and motivate effective teams</li> <li>• Understanding of how to function effectively as a leader in a distributed organisation</li> </ul>	
<b>SKILLS AND PERSONAL ATTRIBUTES</b>	<ul style="list-style-type: none"> <li>• A credible and authoritative leader who can inspire others through their achievements and personality</li> <li>• An excellent and persuasive communicator who can take people at all levels with them, capable of persuading others to adopt different methods and approaches if necessary</li> <li>• Significant personal presence and demonstrable experience in successfully building, leading and managing teams</li> <li>• A practical idealist who believes that children come first, and that education is the key to human flourishing</li> <li>• Someone who believes in the trust's mission to put creativity at the heart of education because it is a component of personal and occupational success in the 21<sup>st</sup> century</li> <li>• A proven ability to think strategically and deliver operationally</li> <li>• Ability to establish and maintain a culture of learning, excellence and efficacy</li> <li>• A demonstrable drive and determination to deliver success</li> <li>• Evidence of the ability to build successful working relationships</li> <li>• An enquiring mind and a commitment to the exploration and evaluation of new ideas and new technologies</li> </ul>	



	<ul style="list-style-type: none"> <li>• A strong interest in pedagogical process and curriculum development</li> <li>• Wide-ranging experience in the professional development of others</li> <li>• Flexible and resilient under pressure</li> </ul>	
<b>EQUAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• A firm commitment to promoting equality and diversity for students and staff</li> </ul>	
<b>SAFEGUARDING</b>	<ul style="list-style-type: none"> <li>• A firm commitment to supporting and promoting safeguarding and student welfare, as well as an up-to-date understanding of safeguarding requirements</li> </ul>	
<p>Creative Education Trust is committed to safeguarding and promoting the welfare of our children and young people and expects all staff and volunteers to share this commitment. The successful applicant will be required to undertake relevant safeguarding checks in line with Government safer recruitment guidelines.</p>		