

THE SKINNERS'
KENT ACADEMY



PRIDE IN OUR SUCCESS

MARKETING APPRENTICE (18 MONTHS) LEVEL 3 MULTI-CHANNEL MARKETER APPRENTICESHIP

Information for Candidates

February 2025

We reserve the right to make an appointment before the closing date, so early applications are encouraged.

INTRODUCTION FROM THE PRINCIPAL



Dear Candidate,

I am delighted that you are interested in a position with The Skinners' Kent Academy.

The Skinners' Kent Academy is a co-educational, all-ability Secondary school. The Academy is funded by the DfE and is founded on the principles of a commitment to ensuring high standards and high aspirations, of active participation, an emotionally rich learning environment and an inclusive culture where every child is known and every learner supported.

The main aim of the Academy is to provide the highest quality of education for students, in Year 7 to Year 11 and the Sixth Form. The Academy is committed to both raising and reflecting the aspirations within the local community and in doing so, providing high quality education and social and economic benefits for all.

The Academy moved into its state-of-the-art building in April 2013 providing truly outstanding facilities, not only for the Academy's students and staff but also for the wider community. The Academy is consistently a popular choice of parents and we are delighted to be able to offer an education to young people who benefit from the exceptional learning environment and opportunities the Academy provides.

Our Academy is supported by experienced professional teams, providing high quality Finance, HR, Estates and IT support which ensures smooth running and cost effectiveness, and in turn supports the learning of our young people.

Our Governors seek to ensure that all our young people receive a truly inspiring education and their support, challenge and expertise is greatly valued.

We aim to find and develop everything that is exceptional in each child and let it flourish within a framework of high expectations. We strive to motivate and inspire our students to achieve their very best and to set course on the brightest of futures. If you have similar aspirations for young people and want to work within a dynamic learning environment where innovation and collaboration are valued, staff development and wellbeing an integral part of the way we work and where the highest standards of everyone in our Academy community is expected at all times, then we would be very interested in receiving an application from you.

Miss Hannah Knowles
Principal
The Skinners' Kent Academy



OUR VISION AND VALUES



The Skinners' Kent Academy is founded on the principles of a culture of high standards, high aspirations and active participation, an emotionally rich and inclusive learning environment where every child is known and every learner supported.

We take pride in our success and to achieve this we set high standards with clear expectations. We focus on encouragement, underpinned by good discipline.

Our mission is clear – to develop a passion for learning and achieving. The Skinners' Kent Academy seeks to create, develop and maintain an education that focuses on providing opportunities for success for all and celebrating the achievements of everyone in all aspects of life within the Academy. In particular we wish to support young people to recognise the potential that they have, and then to fulfil the achievements of everyone in all aspects of life within the Academy. In particular we wish to support young people to recognise the potential that they have, and then to fulfil that potential through every stage of their learning journey.

Staff, students and parents work together to ensure that pride in our success means:

- pride in **our work**;
- pride in **our behaviour and attitude**;
- pride in **our attendance and punctuality**;
- pride in **our uniform and the way we look**;
- pride in a **commitment to learning and achievement**; and
- pride in **our contribution to our community**.

At the Academy our mantra is to develop students who are Successful, Kind and Aspirational

Pride In Being...Successful

- A broad, balanced but ambitious curriculum for all students.
- Development of curious and knowledgeable young people, who are informed and inquisitive and seek opportunities to expand and strengthen their understanding.
- Development of opportunities for all students which nurture a sense of discovery, inspiration and passion for each student to find their own path through life.

Pride In Being...Kind

- We are principled: every person is treated equally with respect and consideration, upholding the values of equality, diversity and inclusion.
- We maintain a global outlook, making reasoned ethical decisions, showing compassion for others and for our environment, and nurturing respect for those within the Academy and in our local and wider communities.
- Co-operative partnership with others, developing our own and others' self-worth, valuing honesty and integrity.

Pride In Being...Aspirational

- We will always strive for excellence in all that we do, so that our students are positive role models who view education: we want to instil genuine lifelong learning.
- We will encourage students to develop confidence in their problem-solving abilities, their leadership skills and to see their ideas through to completion.
- Students will be encouraged to set their own bar high and to turn dreams into reality through academic and pastoral excellence; we recognise the importance of challenge, so that they develop the skills and qualities to meet society's challenges.



SKINNERS' ACADEMIES TRUST



The Skinners' Kent Academy is part of Skinners' Academies Trust, a Multi Academy Trust (MAT) comprising of The Marsh Academy, Skinners' Academy, The Skinners' Kent Academy, Skinners' Kent Primary School, Temple Grove Academy and The Skinners' School.

Skinners' Academies Trust is sponsored by The Skinners' Company, one of the 'Great Twelve' livery companies of London. The Company is a major not-for-profit organisation with a well-established reputation for philanthropy dating back some 700 years. Education is a core charitable purpose and the Company has a long track record of establishing, running and supporting excellent schools. Besides the Academies in the Trust, the Company also supports Tonbridge School, The Judd School in Tonbridge, and The New Beacon preparatory school in Sevenoaks.

In the Trust, members of The Skinners' Company make up a significant proportion of each Local Governing body and the Company provides financial support to help all its schools provide the best possible education.

The Trust's purpose is to provide its young people with the opportunity to make the most of their talents and fulfil their potential. It aims to:

- **Promote collaboration:** exchanging ideas and good practice to solve common problems together
- **Enable efficiency** in the use of its limited resources
- **Invest in staff**, finding the best teachers and giving them excellent opportunities to develop and progress
- **Share expertise** both from within the group and the wider sector, particularly in specialist areas such as SEND and mental health.

All of the schools within the Trust have first-class teaching, management and leadership, and are supported and held to account by high-quality governing bodies.

Further information about the Trust can be found on its website [here](#).



ROYAL TUNBRIDGE WELLS



Over 400 years ago a natural spring welled up from the ground and it was named 'The Tunbridge Wells' (the wells near Tonbridge).

Today our charming historic town, only 30 miles south east of London and a 45 minute train ride from the capital, is close to the unspoilt beauty of the surrounding High Weald Area of Outstanding Natural Beauty (AONB) and boasts the elegant charm of The Pantiles. For years Queen Anne visited, but when Queen Victoria made the town part of her regular holiday sojourns 'Royal' Tunbridge Wells, the town, came into being, hence the addition to the original name.



Royal Tunbridge Wells is highly accessible with excellent schools and a wide range of places to live and types of accommodation, both locally and a short distance away amidst the rolling hills, picturesque villages of Kent and East Sussex, ancient woods and open heaths. The area is well known for its world-famous gardens, fairy-tale moated castles and mellow country manors. The coast is also a short drive south. Tunbridge Wells is at the hub of a series of roads, the primary ones being the M25, the A26, which runs from Maidstone to Newhaven; the A264, which runs from Five Oaks to Pembury (via Crawley and East Grinstead); and the A267, which runs south from Tunbridge Wells to Hailsham. The A21 passes to the east of the town, following the route of its turnpike ancestor, from London to Hastings. There are also direct trains to and from London and the coast.

Many professional people move out of London into the area to enjoy the excellent living environment and quality of life whilst also having all the convenience of the major high street and local shops and selection of first-class restaurants, bars and cafes nearby.

JOB PROFILE



Marketing Apprentice

We are seeking a passionate and creative individual to join our team as a Marketing Apprentice, working closely with the Marketing & Communications Officer to support key marketing initiatives across the Skinners' Kent Partnership (The Skinners' Kent Academy (SKA) and Skinners' Kent Primary School (SKPS)) and Temple Grove Academy (TGA).

This position presents an exciting opportunity to gain practical experience in a dynamic educational setting, supporting the promotion and growth of three schools within the Tunbridge Wells community. Responsibilities will include creating content, managing website updates, promoting events and developing marketing materials to enhance the visibility and reputation of the schools.

As Marketing Apprentice, you will gain valuable hands-on experience and mentorship to enhance your marketing and communication skills. Alongside this practical training, you will complete the Multi-Channel Marketer Apprenticeship, providing you with the tools and knowledge to help build a successful career.

| | |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Salary: | £18,000 |
| Duration: | 18 months in line with the Multi-Channel Marketer Apprenticeship |
| Working Pattern: | Full-Time, 37 hours per week, Hours 8.15am-4.15pm including a 36 min lunch |
| Location: | Based at The Skinners' Kent Academy |
| Responsible to: | Marketing & Communications Officer |
| Job purpose: | To support key marketing initiatives across the Skinners' Kent Partnership (The Skinners' Kent Academy and Skinners' Kent Primary School) and Temple Grove Academy |
| Qualification: | Level 3 Multi-Channel Marketer Apprenticeship |

Main Duties and Key Responsibilities

- Create and update content across social media platforms to promote all the Academies.
- Track performance metrics to ensure effective audience engagement.
- Support the development of high-quality visual concepts and written content for recruitment packs, posters, flyers, banners, newsletters, and signage, ensuring these are delivered within the agreed timescales.
- Support the production of regular parent/stakeholder newsletters.
- Support in the design and production of targeted digital and hard copy marketing material in support of the overall marketing and communications strategy.
- Keep the news sections of the Academies' websites updated with fresh and relevant content.
- Support the Marketing & Communications Officer in regularly updating and maintaining the Academies' websites to ensure they remain compliant at all times.
- Assist in the planning and promotion of key events such as Open Days, Year 5 Experience Days and tours.
- Help to market the Academies to local primary schools (SKA) and nurseries (SKPS and TGA) to support student recruitment.
- Provide support for fundraising initiatives and events, working closely with the Fundraising Committee to enhance engagement.
- Act as a brand guardian for the Partnership, ensuring all communications maintain a consistent tone, style and visual identity across all platforms.

Additional Duties

- Attend team meetings and staff meetings as required.
- Maintain confidentiality inside and outside the workplace.
- Take responsibility for promoting and safeguarding the welfare of students.
- Comply with policies and procedures and report all concerns to the appropriate person.
- To undertake other duties as may reasonably be assigned by the Marketing & Communications Officer and Executive Leadership, recognising that the duties of this post may vary from time to time without changing the general character of the post or level of responsibility.

PERSON SPECIFICATION



| Criteria | Essential | Desirable |
|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Education/Qualifications & Professional Development | <ul style="list-style-type: none">• Good A levels (or equivalent) | |
| Skills & Knowledge | <ul style="list-style-type: none">• Strong attention to detail and accuracy.• Good written and verbal communication skills.• Proficient in using Microsoft Office and social media platforms.• Capable of following procedures and consistently delivering accurate work. | <ul style="list-style-type: none">• Familiarity with social media content creation tools (e.g. Canva or Adobe Express).• Familiarity with Adobe Creative Cloud |
| Attributes/Personal Qualities | <ul style="list-style-type: none">• Enthusiasm for marketing, communications and creative content.• A collaborative team player.• Eagerness to learn and develop new skills. | |

APPLICATION AND CANDIDATE SELECTION PROCESS: OUR CANDIDATE CHARTER



We want every candidate to have an informed, engaging and positive experience, and to support this we've created our Candidate Charter which outlines our commitment to you.

We will:

- provide you with clear, accurate and timely information;
- give you the opportunity to ask questions – and we will ensure you get the answers you need;
- respond to enquiries promptly and usually within 24 hours during the working week;
- adopt a fair and consistent assessment process;
- make sure you have all the documentation and details you need for an interview well in advance;
- provide you with real insight about what it's like to be part of our team;
- ensure all offers are fair and equitable; and
- seek feedback on your experience at every opportunity, so we can continue to improve.



In return we ask that you:

- be honest and upfront about your experience, aspirations and motivations;
- provide open and accurate information when submitting an application;
- always give yourself the best opportunity to succeed – research who we are and how we work;
- let us know if situations change in relation to your interest – and help us understand why; and
- prepare yourself for interview and let us know how we can support you.

Our commitment to you:

- **Transparency** We will treat you with respect, honesty and fairness
- **Protecting your privacy** We will ensure your information is secure and handled sensitively
- **Understanding** You will be given everything you need to make informed decisions
- **Showcasing talent** We will provide a good opportunity for you to share your skills, experience and potential
- **Feedback** We will provide constructive feedback professionally and promptly
- **Listening** We welcome feedback and we'll act on what you have to share
- **Inclusivity** Our hiring decisions align with our commitment to create a high-quality, diverse workforce.



PROFESSIONAL DEVELOPMENT



Professional Development

At The Skinners' Kent Academy our vision is one of a professional community driven by the principle of constant development; aiming to be research informed in everything we do. We believe that quality conversations between thoughtful professionals is the way to improve the quality of education we offer. For staff at the Academy, Professional Development Time (PDT) consists of independent research, seminar discussions, collaborative planning, time in teams and conferences. Staff also have opportunities to complete external qualifications such as NPQs, Masters and Chartered College Status.

Staff have autonomy to shape their professional development, to support Academy improvement. New staff joining the Academy at any point in the academic year have an abridged induction programme to familiarise them with our systems and procedures.

The Academy will also support applications from staff to take NPQs offered via [Ambition Institute](#) and staff are encouraged to participate in training programmes and courses offered by the [Chartered College of Teaching](#) (CCT). At present we have staff completing the Chartered College's Certificate of Informed Practice as well as staff gaining Chartered status. The Academy is also an unlimited partner school of [The Prince's Teaching Institute](#) (PTI) which facilitates further professional development for teaching staff through CPD subject days, leadership courses and support for new teachers.

More recently, as part of The Skinners' Company family of schools, staff have had the opportunity to attend seminars from speakers such as Peps Mcrea, Paul McGee and Mary Myatt. This is an area that the Academy is seeking to develop alongside the other Skinners' schools to deepen the link and relationships between them.

Skinners' Academies Trust Professional Development

Skinners' Academies Trust are committed to investing in our people and as such offer a high-quality suite of professional development opportunities for all our teachers. Everyone at the Trust is committed to being a

reflective practitioner, open to learning and motivated to keep getting better.

We know that professional development for our people will lead to impact in our schools. The five pillars of our offer are designed to offer opportunities to all our staff, to support our vision for an excellent education in all our schools and to have a clear impact on outcomes for all our pupils.

Chartered College of Teaching membership

All teaching staff are given full membership to the Chartered College of Teaching. This gives them access to a range of resources including research papers, articles, lesson videos and the quarterly journal, Impact; and opportunities to participate in CCT courses or become a Research Champion.

Research-led networking opportunities

The Trust-wide book group meets online each half term to explore an education-based text and discuss the implications on classroom practice. Copies of the book are free to members.

Our Research Enthusiasts group similarly meets each half term. It offers teachers from across the Trust with a passion for evidence-informed practice the opportunity to debate a range of research and its implications for classroom practice and student outcomes.



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Development for middle leaders

Our bespoke Middle Leadership Programme is a 10-month course designed and delivered internally for those at the start of their leadership journey. Throughout the course we explore evidence and good practice around effective leadership, use of data, managing teams and how to implement improvement. All participants are allocated a mentor who supports them throughout the course, and get to visit each Trust school over the course of the year.

Subject-specific collaboration

We have established Subject Communities for English, Maths, Science and MFL, enabling improvement at subject level the Trust through collaboration between subject leads and shared good practice. This gives heads of department an exciting chance to experience and learn from a range of practice across all our schools.

SLT Community of Practice

All senior leaders across the Trust are members of our SLT Community of Practice, giving them the opportunity to share good practice in school improvement. Leaders participate in visits to Trust schools, hear from external experts and provide professional and supportive critique to one another.



STAFF WELLBEING & BENEFITS



The Skinners' Kent Academy is committed to providing a healthy and caring environment that promotes and supports positive mental health and wellbeing for our students, staff and stakeholders. Positive mental health and wellbeing is vital to what we do at school; it underpins the crucial work carried out to support students and their families. We are highly committed to supporting staff's mental health and wellbeing, to ensure that there is a positive and supportive workplace.

Outlined below are some of the ways in which staff are supported:

- Key staff are trained as Mental Health Leads within the Trust.
- An email protocol which supports communications only between the hours of 7am and 6pm
- A working on-site protocol which encourages everyone to be off-site no later than 6pm
- Random acts of kindness initiatives
- A commitment to support staff with personal issues and an empathetic approach to such events.

Pension Scheme Contributions

We offer a valuable pension package of benefits for members and their dependents of both the teachers and local government pensions schemes; generous employer contribution; tax relief on your contributions; flexibility to pay more or less in contributions; flexible retirement options.

Cycle to work

The Academy is a registered employer of the Cyclescheme which is the UK's most popular Cycle to Work benefit, providing staff members with the opportunity to purchase a bike of their choice, tax free. Staff can save 25-39% of the cost of a new bike and accessories whilst also spreading the cost. Payments are deducted via payroll over a term of 12 months.

Kent Rewards

Through Kent Rewards, employees are able to access a wide-range of discounts on high street and supermarket

shopping, leisure facilities such as cinema and gym, and travel options such as holidays and hotel stays.

Annual leave

Our support staff on 52 weeks per year contracts benefit from an annual leave allowance of a minimum of 27 days. This is in addition to any Bank or Public Holidays.

Referral bonus

The Academy offers a referral bonus of £500 if they refer a member of staff to the Academy and it leads to a successful appointment and start of employment.

Onsite-gym

Staff have free use of the Academy's fitness suite and sports facilities

Electric Vehicle Charging Stations

Staff have access to two Electric Vehicle Charging Stations.

Education Sector benefits

Staff have access to the following programmes as part of their employment within the Education sector:

- Headspace, providing resources and research around mindfulness and meditation
- Spire Healthcare: Wellbeing and health promotion initiatives including full access to a dedicated Wellbeing website
- Nuffield Health Tunbridge Wells: 30% discount



SAFER RECRUITMENT IN EDUCATION: INFORMATION FOR APPLICANTS



The Skinners' Kent Academy is committed to safeguarding and promoting the welfare of children and young people and requires all staff and volunteers to demonstrate this commitment in every aspect of their work.

The aim of our Safer Recruitment Procedure is to help deter, reject or identify people who might abuse children or are otherwise unsuited to working with them. A copy of our Safeguarding & Child Protection Policy can be viewed [here](#).

What we will provide

All applicants for all vacant posts will be provided with:

- a job profile outlining the duties of the post, including safeguarding responsibilities;
- a person specification which will include a specific reference to suitability to work with children; and
- an Academy application form, normally found on TES

All applicants for employment will be required to complete this application form, containing questions about their academic and full employment history and their suitability for the role.

In addition, all applicants are required to account for any gaps or discrepancies in employment history.

Interviews

At least one member of each interview panel will have completed Safer Recruitment Training. The selection process for every post will include exploration of the candidate's understanding of child safeguarding issues.



References

References will normally be requested at the selection stage directly from the referee. They will be asked about:

- the referee's relationship with the candidate;
- details of the applicant's current post and salary;
- performance history and conduct;
- any disciplinary action involving the safety and welfare of children, including any in which the sanction has expired;
- details of any substantiated allegations or concerns relating to the safety and welfare of children; and
- whether the referee has any reservations as to the candidate's suitability to work with children.

If the referee has any reservations, the Trust/Academy will ask for specific details of the concerns and the reasons why the referee believes the candidate may be unsuitable to work with children.

Pre-employment checks

- an enhanced DBS check is required for all successful applicants;
- Prohibition, overseas and social media checks will also be completed if necessary; and
- we will also carry out online searches for all shortlisted candidates to identify any incidents or issues related to suitability to work with children.

As an applicant, it is an offence to apply for a role that involves engaging in regulated activity relevant to children, schools and colleges if you are barred from engaging in such activity. In line with [Keeping Children Safe in Education](#) guidelines, candidates will be asked to complete a self-declaration at the shortlisting stage.

To view our privacy policy, please click [here](#)

HOW TO APPLY



The closing date for applications is **Monday 3 March 2025 at 12 noon** with interviews commencing in the week beginning **10 March 2025**.

- Application forms must be completed in full and applicants should directly address the skills and experience outlined in the person specification
- Further information about the role and an application form can be found on our [TES page](#).
- The Skinners' Kent Academy will reimburse reasonable travel and accommodation costs to candidates attending interviews. You should retain copies of all receipts in relation to expenses incurred

For more information about this position, or to have a confidential discussion about the role, please contact HR on **01892 553031** or hr@skinkerskent.org.uk.

We look forward to hearing from you



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