

JOB DESCRIPTION

Job Title: Marketing & Communications Manager

Grade: Grade I

Reports to: Chief Finance Officer

Line management responsibility: None

Main purpose of the job: To be responsible for all aspects of marketing across the Trust and its schools. This will include working at a strategic and operational level designing, developing and implementing a marketing strategy which raises the profile of the Trust and its schools brand both internally and externally. To provide expert advice, guidance and support to schools within the Trust on developing their individual brands and provide strategies focusing on student recruitment and retention and parental engagement.

Key duties and responsibilities

1. Development and implementation of the Trust's marketing and communication strategy.
2. Manage all aspects of the Trust's brand development to ensure it remains consistent with the Trust's vision and values and that the reputation of the Trust and its schools are raised locally, regionally and nationally.
3. Ensure all digital content and channels comply with the Trust's brand identity, guidelines and key messaging.
4. Promoting good marketing practice across the Trust by supporting schools to develop positive stakeholder communications.
5. Develop creative marketing strategies to increase admission levels and support with implementation of marketing campaigns to achieve agreed objectives.
6. Provide support to the leadership teams in each school on all aspects of marketing student recruitment.
7. To work with the schools across the Trust to seek and create positive news opportunities.
8. Work in partnership with human resources to develop a Trust wide recruitment brand.
9. To develop and manage all of the Trust's websites ensuring they remain up to date and compliant with statutory requirements, working with external suppliers where needed.
10. Design promotional material such as leaflets, videos and digital media in line with safeguarding protocols.

11. Research, write and edit engaging and effective content for a broad range of communications channels and key strategic documents for the Trust and its schools.
12. Produce and publish multimedia content, including graphics, film and photography, across all digital channels, working with external suppliers where required.
13. Monitor, evaluate and report on digital channel usage to help inform and evaluate marketing and communications activity through analytics.
14. Create social media PR strategies and manage the Trust's social media platforms, ensuring the activities within the schools are actively promoted.
15. To create content of the highest quality ensuring it is accurate, engaging and effective with consistency of style to build and safeguard the Trust's brand and reputation.
16. Manage effective, high quality and successful Trust wide marketing events such as open evening and celebrations.
17. Work with the Executive and Senior Leadership team to handle any issues which might impact on the reputation of the Trust and deal with them in a timely and effective manner.
18. Build ongoing, strong relationships with local media outlets and prepare statements and responses to press enquiries which might be contentious in nature.
19. Draft internal and external communications for the Executive and Senior Leadership teams.
20. To provide support and advice the Executive Team on marketing and communication activities.

The above duties are not exhaustive and the post holder may be required to undertake tasks, roles and responsibilities as may be reasonably assigned to them by the Leadership Team.

This job description will be kept under review and may be amended via consultation with the individual, Trust Board and/or Leadership Team as required. Trade union representation will be welcomed in any such discussions.

PERSON SPECIFICATION

Job Title: Marketing & Communications Manager

Qualifications and training	Essential	Desirable
GCSE passes C or above in English and Maths (or equivalent).	✓	
Relevant qualification in marketing, communications, journalism or a related discipline.		✓
Chartered Institute of Marketing or Chartered Public Relations qualification.		✓

Experience, knowledge and skills	Essential	Desirable
Track record of delivering effective and innovative marketing strategies and plans.	✓	
Experience of developing, implementing and monitoring marketing and communications strategies and plans.	✓	
Experience of producing engaging and effective content for a variety of audiences across a range of communications channels.	✓	
Experience of using a range of digital platforms.	✓	
Experience of compiling and producing publications, newsletters and other printed or digital material.	✓	
Strong interpersonal skills and relationship management.	✓	
Working knowledge of Microsoft Office, including Word, Excel and PowerPoint.	✓	
Knowledge of best practice in digital marketing, web design, user experience and social media.	✓	
Strong verbal and written communication skills.	✓	
Outstanding copy writing, proof reading and presentation skills.	✓	
Ability to build strong working relationships with all stakeholders.	✓	
Photography and video recording skills.	✓	
Working knowledge of applications for graphic design, video and audio editing.	✓	
Ability to work under pressure and unsupervised on own initiative working to tight deadlines.	✓	
Knowledge of website and content management systems.	✓	
Excellent attention to detail.	✓	
Excellent organisation skills.	✓	
Previous experience of working within an educational setting.		✓
Experience of managing budgets and finance.		✓

Personal attributes	Essential	Desirable
Responsibility for own professional development and be willing to partake in further development.	✓	
A team player with energy, commitment, enthusiasm and resilience.	✓	
A commitment to equality and diversity policies.	✓	
A commitment to Health and Safety.	✓	

A commitment to child protection and safeguarding.	✓	
An understanding of child protection and safeguarding.	✓	

Special requirements	Essential	Desirable
Membership of CIM or CIPR		✓
Evidence of the right to work in the UK.	✓	
Satisfactory enhanced DBS certificate.	✓	
Medical clearance.	✓	
2 satisfactory references.	✓	
Full UK driving license and access to a car during working hours.		✓

The school is committed to safer recruitment practice and pre-employment checks will be undertaken before any appointment is confirmed. This post is subject to an enhanced disclosure from the Disclosure and Barring Service (DBS). The school is committed to safeguarding and promoting the welfare of children and young people and it expects staff and volunteers to share this commitment.