



ASPIRATIONS

PR & Communications Assistant Application Pack





Welcome to the Aspirations Academies Trust

The Aspirations Academies Trust is a multi-academy trust with academies based in three districts; London, South Central and the South Coast. All districts are still growing and will soon be at our ideal capacity. Two new academies, one in London and one in Bournemouth, will be opening in September 2020/21.

We are looking to appoint a dynamic and enthusiastic person to the post of PR and Communications Assistant based at our head office.

The post holder will provide key support in the implementation of the Trust's PR and marketing strategies and will have general administrative duties, including dealing with general enquiries, covering reception and setting up training rooms.

The Aspirations Academies Trust is committed to raising students' aspirations so that all young people reach their fullest potential and achieve the success they want for themselves.

Aspirations is the ability to dream about the future while being inspired in the present to reach those dreams. The Aspirations Academies Trust was set up in England with the vision to combine the thirty years of educational research by Dr. Russ Quaglia on student aspirations with effective and innovative school improvement techniques in order to create truly outstanding schools that would fully prepare students to succeed in this exciting world.

Our Academies

West London District	South Central District	South Coast District
Rivers Academy West London <i>Secondary School</i>	Wyknam Park Academy <i>Secondary School</i>	Magna Academy Poole <i>Secondary School</i>
Park Academy West London <i>Secondary School</i>	Space Studio Banbury <i>Studio School 14-19yrs</i>	Jewell Academy Bournemouth <i>Primary School</i>
Space Studio West London <i>Studio School 14-19yrs</i>	Dashwood Banbury Academy <i>Primary School</i>	Ocean Academy Poole <i>Junior School</i>
Tech City College Post 16	Harriers Banbury Academy <i>Primary School</i>	Atlantic Academy Portland <i>All-through 4 -19yrs</i>
Oak Hill Academy West London <i>Junior School</i>		Livingstone Academy Bournemouth <i>All-through 4 -19yrs (open 2020)</i>
Oriel Academy West London <i>Primary School</i>		
Livingstone Academy West London <i>All-through 4 -19yrs (open 2021)</i>		

Please send completed application form to jobs@aspirationsacademies.org

Closing date: Sunday 27th January 2019

Interviews: Thursday 7th February 2019



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PR & Communications Assistant - Job Description

Salary: Scale 4. £20,667 - £22,425

Line of responsibility: The PR and Communications Assistant will be directly responsible to the Director of Employability and Central Administration. The post holder will also work closely with the Commercial and PR Director.

Working hours: This is a full time post with reference to the Trust's relevant terms and conditions of employment. The normal working days are Monday to Friday and the normal working times are 8.30am to 4.30pm. Occasionally there will be variations to these normal arrangements (e.g. to support events held at weekends or evenings) and there is an expectation that the post holder will meet such requirements. Reasonable notice (no less than 48 hours and more usually significantly greater than this) shall be given in advance of such occasions when variation to the normal working hours is required and, for any such hours worked, time off in lieu will be agreed or, subject to management discretion, an extra hours payment made.

Work location: The post will be based at the Trust's Head Office (World Business Centre 3, Newall Road, Hounslow, Middlesex, TW6 2TA). From time to time the post holder will be required to work at other establishments of the Trust (most particularly its academies) and other locations.

Terms and conditions of employment:

The job description should be read in conjunction with the contract of employment that shall set out the key term and conditions of appointment.

Job purpose: Under the direction of the Director of Employability and Central Administration (the postholder will also have a dotted line relationship reporting to the Commercial and PR Director):

- to provide proactive administrative and receptionist support to the Trust's central management team
- to provide key support in the implementation of the Trust's PR and marketing strategies
- to support and promote the Trust's ethos and its objectives, policies and procedures

Duties and responsibilities: Main duties and responsibilities are indicated below. Other duties of an appropriate level and nature may also be required, as directed by the line manager.

Key duties :

- Under the guidance of the Director of Employability and Central Administration and the PR and Commercial Director, provide day-to-day operational support in the implementation of public relations strategy. Duties to include:
 - Maintaining the Trust's websites and social media accounts to include proactively seeking relevant material to keep the sites refreshed with event details, useful information, topical news, etc...
 - Monitor academy websites for statutory compliance and fitness for purpose (e.g.



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user accessibility, suitability for marketing purposes, etc.), reporting issues to the academy principal and checking these are duly addressed, maintaining a log of such recommendations/changes and reporting periodically on this to senior management.

- Monitor the analytics of the Trust website and report as required. Monitor social media platforms and report on their effectiveness as agreed. Evaluate impact and coverage of planned PR activity.
- Liaise with academies to clarify/assess their graphic design requirements (e.g. for marketing purposes) and coordinate with the Trust's designated designer to respond to these. Maintaining a log of these works to include quality assurance assessment and report periodically on this to senior management.
- Provide organisational support for meetings, conferences and events (internal and external) on behalf of the Trust, including: pro-active engagement with event sponsors to ensure their needs are understood; ensuring room layout requirements are met; preparing and issuing delegate instructions; checking readiness of AV equipment; preparing/ordering refreshments; taking minutes as required; etc.
- Undertaking general administrative duties including:
 - Monitor the general email account for the Trust (info@aspirationsacademies.org) ensuring emails are forwarded to the relevant person/department.
 - Supporting in the preparation of reports and other documents including printing.
 - Maintaining relevant filing systems.
 - Answer incoming calls to the Trust, dealing with requests and enquiries and taking messages as required.
 - Making bookings/reservations in respect of events, etc.
 - Controlling stocks of stationery and other consumables.
 - Sorting incoming and out going post, collecting from other sites of the Trust as necessary.
 - Maintaining the Trust calendar incorporating all Trust wide events, including CPD days and the Incubator programmes. Ensuring key stakeholders (including principals) are kept updated of events.
 - As required, planning and booking travel arrangements for central management team members and administering car contracts.
- Fulfill front line reception requirements, e.g. answer incoming calls to the Trust, dealing with requests and enquiries and taking messages as required.

General:

- Complete work accurately and to deadline.
- Work in accordance with data protection regulations.
- Support the development and effective use of the Trust's Google Drive.
- Support and promote the Trust's ethos, objectives, policies and procedures.
- Attend training sessions and meetings as required.
- Uphold the Trust's policy in respect of child protection and safeguarding matters.
- Undertake other responsibilities and tasks as may be reasonably directed.

Person Specification: PR and Communications Assistant

Assessed at application stage (A)

Assessed at interview/task stage (I)

Criteria	Essential	Desirable
Qualifications / Education		
Evidence of in-depth study/learning (e.g. A-levels or equivalent)	AI	
Commitment to own professional development.	AI	
Experience		
Experience of fulfilling a range of administrative functions in a work or non-work setting.	AI	
Experience of work in the field of marketing.		AI
Skills, Abilities and Knowledge		
Ability to write eloquently and accurately as well as persuasively with regard to press communications, digital media stories, website pieces etc.	AI	
Highly competent in the use of social media platforms and feeds, good understanding of how these could be used to promote the work of the Trust and its schools and ability to contribute to the development of marketing strategy using these tools.	AI	
Proven ability to manage a complex workload successfully within time constraints.	AI	
High level interpersonal skills and ability to network effectively with all key stakeholders in a large organisation.	I	
High level communication skills, oral and written, with the ability to: <ul style="list-style-type: none"> present effectively to groups prepare written materials for media and marketing purposes and deal effectively with front line enquiries from external parties, some relating to complex/sensitive matters. 	AI	
Problem solving skills and high level of initiative.	I	
Strong IT skills across Microsoft and Google products (most particularly MS Word, Excel, Google Drive and Google Docs). Also the ability to maintain and update a Wordpress website or willingness to undertake necessary training in order to do this.	AI	



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Equal Opportunity

The post holder will be expected to carry out all duties in the context of and in compliance with the academy's Equal Opportunities Policies.

This job description will be reviewed at regular intervals and is subject to change as the needs of the academy evolve.

Safe Recruitment Procedure

The AAT is committed to safeguarding and promoting the welfare of children and young people in its academies. In order to meet this responsibility, its academies follow a rigorous selection process to discourage and screen out unsuitable applicants. This process is outlined below, but can be provided in more detail if requested.

Disclosure

This post is classified as having substantial access to children, and appointment is subject to an enhanced police check of previous criminal convictions (DBS). Applicants are required, before appointment, to disclose any conviction, caution or binding over including 'spent convictions' under the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975. Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar individuals from employment – this will depend upon the nature of the offence(s) and when they occurred.

Shortlisting

Only those candidates meeting the relevant criteria indicated in the personal specification will be taken forward from application.

Interview

Longlisted candidates may be subject to a screening interview. Those shortlisted will take part in an interview with questions relating to the job description and person specification and may also have to take part in a selection exercise.

Where necessary, candidates will be asked to address any discrepancies, anomalies or gaps in their application form.

Reference checking

At least two references will be requested, normally from the previous and current employers. These may be contacted before the interview and in all cases before an offer of appointment is confirmed.