



CROXLEY DANES SCHOOL

Appointment Brief for
Communications and Marketing Administrator

Danes Educational Trust

MAKING THE DIFFERENCE TOGETHER





CROXLEY DANES SCHOOL

Dear Applicant,

Thank you for showing an interest in the post of Communications and Marketing Administrator starting in September 2021.

This is an extremely exciting time to join Croxley Danes School as in September 2020, the school opened its brand new permanent accommodation at Baldwins Lane in Croxley Green, including a building with a capacity for over 1200 students. The permanent site for the school comprises 12.3 hectares. This far surpasses the need for a six form entry school, therefore the space afforded to the students on site is, compared to other local schools, second to none. Furthermore, the permanent school building has been meticulously designed to ensure both students and staff experience a first-class learning environment. More details about (and images of) the permanent site can be found [here](#)

The Danes Educational Trust currently comprises six schools: St Clement Danes School, Croxley Danes School, Chancellor's School, Onslow St Audrey's School, De Havilland Primary School and Elstree Screen Arts Academy. Dr Josephine Valentine OBE is the CEO of the Danes Educational Trust. She was Headteacher of St Clement Danes School for 20 years. She is a National Leader in Education, a DfE Advisor and has oversight of all six schools. If appointed, you will benefit from teaching within an established, outstanding Trust whilst also contributing to the education of the first cohorts of students in a new school at an exciting stage in its development.

We are heavily over-subscribed with 660 students across Years 7-10 who are aspirational, confident and have excellent attitudes to learning. They are extremely proud of being the first cohorts of students in a brand new school and excited about the future. Staff overwhelmingly report that they are delightful to teach and fun to have in the classroom. Their behaviour is excellent.

We are looking to recruit a Communications and Marketing Administrator with excellent communication skills, strong attention to detail and a professional approach. The post holder will have a keen interest in education and a desire to promote the school.

I want Croxley Danes School to be outstanding and a strong part of the local community. If you share our commitment to educational excellence, we want to hear from you.

We are part of the Danes Educational Trust, more information about the Trust can be found [here](#).

Yours sincerely

MR S THOMPSON
Headteacher



DANES EDUCATIONAL TRUST



Becoming part of the team at the Danes Educational Trust will give you an opportunity to make a difference to the educational outcomes of young people in Hertfordshire, whilst providing you with an opportunity to pursue your passion for education.

In the last year, we have expanded to be a Trust of six schools: St Clement Danes School, Croxley Danes School, Chancellor's School, Onlsow St Audrey's School, De Havilland Primary School and Elstree Screen Arts Academy and we have more schools in the pipeline. Schools maintain their own individual cultures and relationships with their community and networks, but align through key educational policies and school improvement strategies, and crucially align with respect to the Trust's vision and core values.

You will be part of a Trust that develops optimistic, resilient learners and valued, empowered staff. We collaborate with local, national and global partnerships to achieve our vision of 'Making the Difference Together' and consider our core values to be at the heart of what makes our Trust unique:

- We value **joy** in working, teaching and learning together
- We encourage everyone within our Trust to feel **optimistic** about the future and how they can shape it
- We support all individuals in developing **resilience** to enable them to respond to change and grow as a result
- We value and support the **wellbeing** of all individuals who learn and work in our schools
- We provide **equality** of opportunity and experience for all
- We provide a **safe** and secure learning environment for all



Job Title: Communications and Marketing Administrator

Line Manager: Member of Senior Leadership Team

Working pattern: 12 hours per week over 3 days

Term Time + 3 INSET days (12 hours)

H5 Point 9: £20,903 + £898 fringe allowance FTE (pro rata)

Actual Salary including fringe allowance: £6,020.76 per annum

Start Date: 1st September 2021

Core Purpose

To provide communications and marketing activities for Croxley Danes School. The post holder will promote the school in order to attract students and staff and will have oversight of some key communication channels between stakeholders.

Main Duties and Responsibilities

- Develop marketing activities for Croxley Danes School
- Develop and maintain links with local press and other news gathering organisations
- Oversee and maintain the school website, liaising with the providers as required
- Assisted by other staff, create copy for the news section of the website, write and send out press releases, liaising with the Headteacher and other senior staff
- Maintain, monitor and create content for the school's main Twitter accounts
- Provide training on the use of Twitter for faculty representatives as required
- Monitor Faculty Twitter accounts for compliance to school protocol and for news stories which can be used for marketing
- Take responsibility for the SchoolComms parent communications, maintaining the accounts, providing training for other users as required, setting up letters for weekly and ad hoc mail shots and sending them out once approved
- Liaise with the relevant member of SLT to proof-read and suggest changes to the annual prospectus and make changes to the Indesign file and liaise with printers
- Organise photo-shoot days as required for new photography for the school's website and/or prospectuses
- Liaise with PR contacts from organisations working with the school on particular projects
- Monitor local press and social media for references to the school, refuting any misleading content quickly in liaison with the Headteacher and posting positive stories via the website and social media
- Explore opportunities for the Headteacher to contribute to local and national press, ghost writing copy as directed
- Assist SLT members with creating executive summaries of key documents for external audiences
- Take responsibility for producing and maintaining the staff handbook, liaising with a wide range of staff to ensure it is updated each year and changes throughout the year are made to the central version
- Take responsibility for producing and maintaining the Year 7 handbook and associated forms and letters, liaising with a wide range of staff to ensure they are updated each year
- Produce the monthly newsletter, Headlines, liaising with the Parents' Associations and SLT to include copy in time for the end of each month
- Take responsibility for photographing key events at the school as requested by staff
- Produce advertisements and banners for the annual Open Day/Open Evening, liaising with printers and the press as required
- Maintain a stock of key photographs for use in marketing the school
- Oversee the photograph permissions for all students in the school, ensuring that staff have access to a summary of students who do not have permission in place and speaking to Year 8 at the start of each year to explain their role in providing consent once they turn 13
- Oversee the school's You Tube account, adding content as requested by departments for external publicity

Job Description



DANES EDUCATIONAL TRUST

**Our Vision**

At the Danes Educational Trust we are committed to 'Making the Difference Together' sharing best practice and supporting each other to be the very best we can be.

Core Values

The post holder is expected to share our commitment to our core values:

- We value joy in working, teaching and learning together
- We encourage everyone within our Trust to feel optimistic about the future and how they can shape it
- We support all individuals in developing resilience to enable them to respond to change and grow as a result
- We value and support the wellbeing of all individuals who learn and work in our schools
- We provide equality of opportunity and experience for all
- We provide a safe and secure learning environment for all

Compliance

The post holder is required to be aware of and comply with policies and procedures relating to child protection; health and safety; confidentiality; and data protection and report all concerns to an appropriate person.

Safeguarding

We are committed to safeguarding and protecting the welfare of children and expect all staff and volunteers to share this commitment. A Disclosure and Barring Service Certificate will be required for all posts.

Additional Information

All staff are required to participate in training and other learning activities and in performance management and development as required by the Trust's policies and practices.

This job description is a guide to the duties the post holder will be expected to undertake. It is not intended to be exhaustive or exclusive and will be subject to change as working requirements dictate and to meet the organisational requirements of the Trust.

Supervision/Job Context

The post holder is managed by a member of the Senior Leadership Team.

Contacts

The post holder will work with a range of staff, students, local and national press and outside providers of software and services.

Job Description continued.



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Knowledge, Experience and Training

Essential:

- Excellent mastery of Office packages, particularly Word and PowerPoint
- Willingness to learn the basic functions of Adobe packages, particularly InDesign and Photoshop
- Excellent communication skills including accurate written communication
- Education to at least A level standard
- Willingness to learn how to use a digital camera to take and store images and video
- Ability to communicate effectively with a wide range of stakeholders
- Understanding of social media platforms
- A natural aptitude to model the Trust's core behaviours – 'We display transparency, kindness and respect in all our interactions with others, and support each other in all our endeavours. We are tenacious in our desire to make the difference together'.

Desirable:

- Knowledge of the basic functions of Adobe packages, particularly InDesign and Photoshop
- Experience of managing and providing website content
- Experience of using social media platforms as a marketing tool for a business or school
- Education to degree level
- Experience of working in a school environment

Person Specification





Curriculum Summary

We currently have nine faculties: English, Maths, Science, Humanities, Modern Foreign Languages, Technology, Physical Education, Creative Arts (Art, Music and Drama) and Social Sciences.

All Faculties currently have a Head of Faculty or Faculty Co-ordinator. Over the course of the next five years a number of curriculum and pastoral middle leadership roles, as well as a variety of senior leadership posts, will also become available, ensuring that aspirational staff will have opportunities to progress their career and assume additional responsibilities at the school.

All our Faculties use Schemes of Work that have been developed from tried and tested resources from St Clement Danes, our sister school. As such, the students are following an identical curriculum and assessment framework at Key Stage 3 which facilitates progress comparisons with an established school which has outstanding student outcomes. Every data comparison to date demonstrates that the students have adopted the positive attitude to learning that is highly evident in our sister school and are making equivalent progress. When the students reach Key Stage 4 they will follow the same specifications at GCSE as St Clement Danes to facilitate the sharing of resources, knowledge and expertise, which should reduce workload whilst promoting positive academic outcomes. The school has high expectations of student behaviour, which is proving to be exemplary. To learn more about the curriculum and to download the KS3 curriculum booklet, please visit our website: <https://www.croxleydanes.org.uk/198/ks3-ks4-curriculum>

There is a rich programme of Extra-Curricular activities and Student Participation Groups underway. Successful candidates will be encouraged to add to these opportunities for our students. In addition, many Faculties have already started to create links with the local community in Croxley Green where the school will be situated. Examples of this can be seen on our [News Pages](#) and [Twitter Feed](#). We are keen for successful candidates, to further develop these links. The current extra-curricular programme can be downloaded from our website: <https://www.croxleydanes.org.uk/200/extra-curricular-1>

Staffing

As a new school, we have an extremely keen, committed and cohesive staff group. The active staff room committee organise social events at least once per term. We are looking for colleagues who want to make a difference to the lives of the families we serve whilst also developing their own interests and careers; we hope they will, like our current staff, also enjoy working at our school.

School Summary





Resources

Our school is fortunate to be extremely well resourced. There are interactive TVs in all classrooms and software has been purchased to support and facilitate learning and reduce workload: ActivInspire, Show My Homework and Mint Class have all been very well received by teaching staff. There is also considerable investment in curriculum software in all Faculties, for example - Accelerated Reader, Hegarty Maths, Kerboodle, and Active Learn to name but a few. In the fullness of time, each Faculty will have its own dedicated ICT resources, either through a computing suite of 30 PCs or the provision of 30 laptops. Through a prudent expenditure and staffing plan, the school has been able to provide all the resources requested by staff whilst also developing significant reserves to develop financial resilience at a time when funding is a significant issue in most schools.

Accommodation

The funding envelope for the development of the permanent site and construction of the school building was approximately £30million and therefore **from September 2020** the school is able to provide first class facilities to create a rich learning environment, which is populated by students and staff who demonstrate a 'can-do' attitude and enjoy celebrating one another's successes. The building has been designed around the faculty system, in which classrooms within a faculty are grouped together, each Faculty benefiting from its own staffroom.

With the permanent site totalling 12.3 hectares, the playing fields are extensive but also many of the aesthetic features of the site, such as an historic lime tree walk and other established shrubs and trees, have been retained to create a landscaping effect which few other schools can offer. In addition to the playing fields, there will be dedicated tennis courts and (separate to the tennis courts) dedicated netball courts and a floodlit astroturf.

Our permanent site is situated within walking distance of Croxley Green underground station and a short bus ride from Watford town centre. Opposite the school is a parade of shops and several key bus routes serve the location. Croxley Green itself is a welcoming and cohesive community of which the school is already becoming a part. We hope that this relationship will only grow and flourish as we move into our permanent building.

School Summary continued



Our student body is drawn from local families, largely from Croxley Green, West Watford and Rickmansworth. They are engaging, imaginative and enthusiastic learners who are excited about coming to school each day. The video we made of them for our 2017 Open Evening, although shot within days of them arriving at the school, gives a flavour of their character and can be seen [here](#). The videos we created for our 2021 virtual secondary transfer event can be seen [here](#).

Data from recent progress checks shows fantastic attitudes to learning from the vast majority of students and detailed support plans are successful in helping those who find learning more challenging to access the curriculum and work alongside their peers successfully. In terms of their ability on entry, their aggregated overall KS2 scaled scores of 106 is above the national average. Their progress so far is a little hard to evidence comprehensively, as you will appreciate, but all data captures to date indicate that the students are progressing well.

Our numbers on Free School Meals are low (9% FSM). 15% accrue Pupil Premium funding. Our population is ethnically diverse and 24% of students have English as an additional language. 15% of students receive SEND support and five students have an EHCP. We have a highly experienced SENCO who leads a team that includes an SEN Teacher and six learning Support Practitioners (LSPs).

All visitors comment on the pride our students take in their school, the care they show for one another and the delight they express about being students who have the chance to help shape a new school community – a role which they take extremely seriously.

Leadership qualities are already being developed and it is intended to build on opportunities to allow students to lead as the school grows. An extensive student participation programme has been introduced and has been heavily oversubscribed by students wishing to join. A number of groups such as the Student Council, Environment Group and Equalities Team feed into the School Parliament.

The school prides itself on nurturing students' talents, whatever they might be. Students are currently able to join in with a wide range of clubs and activities and our sports teams are starting to chalk up promising results against local schools. To get a full sense of the life our students are able to lead at the school, see our [News Pages](#) or [Newsletters](#) on the school website or follow us on Twitter [@croxleydanes](#).



Our students



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We can offer a range of benefits including:

- Children of staff are admitted under criterion 2 of the secondary transfer admission arrangements, after two years' service
- Exceptional CPD opportunities both within the Trust and across the Herts & Bucks Teaching School Alliance
- We run a yearly induction programme for Newly Qualified Teachers (NQTs) throughout the Herts and Bucks Teaching School Alliance. We have a vast experience of working with NQTs across the Alliance and we see NQT Induction as a means to develop the best teachers in the local area
- Study Assistance Programme
- Comprehensive Employee Assistance Programme
- Membership of the Teacher's Pension Scheme / Local Government Pension Scheme
- Career development opportunities within an expanding Multi-Academy Trust
- Opportunities to expand your professional networks through the Trust's external partnerships e.g. Science & Learning Partnership, Challenge Partners
- £250 New Employee Referral Scheme (i.e. finder's fee) for any qualifying positions that you refer the successful candidate for
- Cycle to Work Scheme
- Occupational Health and an onsite Counsellor
- Free flu jabs
- Free parking
- Staff Committee that organise regular social events



Benefits





CROXLEY DANES SCHOOL

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Headteacher:
Stephen Thompson, MA (Cantab) PGCE

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