



**ROYAL
WOOTTON
BASSETT**
ACADEMY TRUST

Application Pack

Royal Wootton Bassett Academy Trust Marketing Officer

Required ASAP

F9-11 £20,903 - £22,183 FTE (£10.83-£11.50ph)

20 hours per week term time plus 2 weeks - (fixed or flexible hours)

Deadline: 9am 26th May 2021

Interview: 10th June 2021

Royal Wootton Bassett Academy Trust
T 01793 781485
E enewman@rwbatrust.org.uk
W www.rwbat.org.uk

Dear Applicant

Thank you for your interest in working for the **Royal Wootton Bassett Academy Trust**. These guidance notes will assist you in completing your application form, which is the first step in our recruitment process.

The Royal Wootton Bassett Academy Trust (RWBAT) is built on the premise of **Excellence in Education**. Throughout RWBAT each Academy and its staff seek to strengthen each other, sharing good practice and building capacity.

Within RWBAT we strive to maximise the potential of each employee within our community and are absolutely committed to continuous improvement practices across the Trust. We value developing the whole person equally to the achievement of academic success for all our students.

We are looking to appoint a Marketing Officer to work alongside the Director of HR & Corporate Services. The successful candidate will work across the schools within the Trust supporting their developing needs for Marketing and Publicity.

Job Description

The job description lists all the main duties of the post, together with further details of the competencies (skills), experience, qualifications, knowledge and abilities required to do the job. The criteria listed within the job description details how each of these areas will be assessed. It is important that you identify the competencies, experience, qualifications, knowledge and abilities that will be assessed by application form, as you will need to provide evidence that you meet these criteria.

References

We will require two satisfactory references before a job offer is confirmed; one of which must be your line manager in your present or most recent employment. Please remember to check that your referees are actually available to provide a reference, as failure to do this could cause a delay in confirming your appointment.

Further information about RWBAT and the Academies within it is available on our website www.rwbatrust.org.uk

We hope you will feel inspired to apply for the post of Marketing Officer within the Trust.

Yours sincerely

Esther Newman
Director of HR & Corporate Services

George Croxford
CEO



Job Description

Job Purpose:

To support our Head of HR and Marketing in raising the visibility of the Trust schools, by carrying out an effective marketing and communications plan to attract new students, publicise the strengths of the schools and promote the profile of the schools.

Reports to: Director of HR & CS

Key accountabilities:

Website and other e-marketing communications

- collating material and editing copy to create a Trust e-newsletter.
- Updating each school's Facebook and Twitter Accounts and Schools external websites and directories.
- Providing ideas and input into the development of new E-marketing materials for all schools across the Trust.
- Identify key goals for analytics data and use together with information on traffic to inform development decisions.

Marketing Collateral and publicity material

- Advise on marketing and advertising requirements for all schools in the Trust.
- Writing and producing marketing materials (brochures, posters, flyers etc) liaising with the relevant Trust staff.
- Preparing marketing collateral for the Trust's Corporate relations activities.
- Responsible for the Trusts' publicity stands and other event support material, ordering new stock as required and ensuring the supply of stocks to events.
- Conceive and order Trust branded goods.

Public Relations

- Proactively searching out information for PR purposes and writing press releases for all schools within the Trust.
- Liaison with, and providing information to the media and arranging interviews with staff, governors and Trustees.
- Maintaining a photo library and arranging external photo shoots.

Advertising (Printed media, outdoor and new media)

- Booking, designing and tracking advertising for the Trust as required.
- Creative input into new advertising campaigns - liaison with the Schools designers and printers.
- Assistance with proofreading, copy writing, editing copy and information collection.

Events

Assistance with co-ordination of Open Days within each school, co-ordinating the School's annual staff prize giving.

Supervision & management: Is responsible for ensuring that quotes for services and goods are appropriate and that spend is effective before being authorized by the line manager.

Budgetary responsibility: None



Qualifications & Education

- A Level or equivalent education
- NVQ level 3 or equivalent in marketing or related discipline
- Experience of having worked in a marketing environment, preferably in a schools or Trust.

Experience & Knowledge

Essential

- RWBA and GDPR training
- Experience in a marketing role and some evidence of professional development within marketing.
- Experienced user of Microsoft Office, word processing, spreadsheet and presentations.
- Excellent organizational and project management skills.
- Excellent communication skills, including high standards of written communication, grammar and spelling.
- Driving license as will be travelling to Trust Schools,
- Maintain a professional attitude

Desirable

- Design experience or qualification
- Ability to use Adobe InDesign

Personal Attributes

- Good sense of humour, honest & reliable

Special Requirements

Essential

- Suitability to work with children/young people



How to apply

Candidates must return a completed application form and can attach a supporting letter (no more than 1 side of A4).

Closing date for applications:

- **Deadline: 9am 26th May 2021**
- **Interview: 10th June 2021**

Please be advised that any applications received after this date/time will not be accepted, candidates are responsible for ensuring their application is received. Due to the high number of applications it is not always possible to confirm receipt of applications.

Completed application forms should then be returned marked confidential to the following address:

Esther Newman
The Hive Bungalow
c/o Noremarsch Junior School
Claredon Drive
Royal Wootton Bassett
SN4 8BT

or sent via email to: hr@rwbatrust.org.uk

Candidates who are successfully selected for interview will be informed after shortlisting has taken place.

Candidates should apply using the correct application form (see last page for link). CVs will not be accepted.

Royal Wootton Bassett Academy Trust is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment. Please note any position that involves working with children requires declaration of ALL convictions/cautions regardless of whether these are deemed as spent and a DBS check will be carried out before any employment commences. References will be obtained before interview at shortlisting stage and may be used in the interview process. If previous employment has included working with children then at least one referee must be from this employment regardless of whether this is the current or most recent employment. Any gaps in employment must be detailed and an explanation provided in the relevant section.

Useful information

Royal Wootton Bassett Academy Trust website: [Click here](#)

