



Manchester Academy
The best in everyone™
Part of United Learning



Candidate Pack

Community Engagement Officer



United Learning
The best in everyone™





An Overview of the Role

We have an exciting opportunity for an outstanding Community Engagement Officer.

In this brand new role, you will be the face of our school in the community, attending public events, forging strong links with local organisations and working to make a positive difference to those we serve.

Reporting to the Cluster Marketing Manager, you will also be responsible for driving the school's pupil recruitment strategy, leading on primary school marketing activities and continuing to develop our blossoming reputation as a good school that creates excellent opportunities for all of its pupils.

You will be an outstanding and confident communicator, with a pro-active approach to your work. The role offers scope to a creative, driven individual. It is about engaging an audience that isn't always the easiest to reach. As an organisation we encourage out-of-the-box thinking, making a positive difference to the community that we serve.

Training and mentoring can be provided for the right candidate if required.

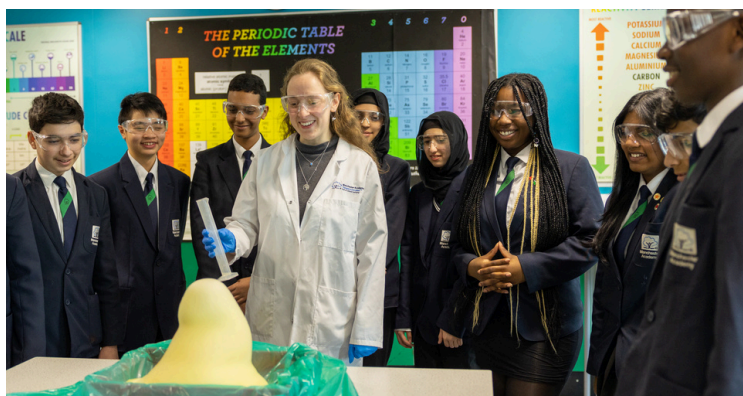
The full job description and person specification are at the end of this pack.

Why Work for Us?

Located within Manchester's Oxford Road corridor, serving the vibrant neighbourhoods of Moss Side and Rusholme, Manchester Academy is an award-winning school, both nationally and regionally, rated Good by Ofsted. It was highlighted during our most recent inspection that teachers are proud to work at the school. Staff have high expectations of pupils' learning and behaviour and pupils are friendly and polite.

Manchester Academy is part of United Learning, a large and growing group of schools that aims to offer a life changing education to children and young people across England. Our subject specialists, group-wide intranet, own curriculum, and online learning portal all help us share knowledge and resources that help simplify the work process and better manage workloads for an improved work-life balance.

As a Group, we can reward our staff with good career opportunities, better pay, benefits, and the satisfaction of helping children succeed. We invest in our staff wellbeing. Our academy offers at least eight INSET days (three of which are solely dedicated to planning) and an ongoing group-wide wellbeing programme. Through our school's ethos and values we strive to Make Manchester Magic.



"Teachers are proud to work at the school"
- Ofsted 2022





Our Framework for Excellence

United Learning school's prioritise five key principals which represent our approach to education which lead to excellence when exemplified in the right way.

The Best from Everyone

Our aim is to bring out the best in everyone. So we must expect the best from everyone, all the time. Every child is a special individual, capable of extraordinary things. Who can know the limits of any child's potential? So, we expect unreasonably - we constantly challenge children to do what they think they can't, to persist, to work hard and to be at their best.

From every adult we expect the same, that they are at their best, expect unreasonably of themselves, are determined and resilient, and pass those expectations on to the children in all they do. We act with the utmost love, care, and good faith. The highest standards come with the greatest attention to the wellbeing of all.

Powerful Knowledge

Our most important purpose is to teach young people things they would not learn outside school, which allows them to think and act more powerfully in their lives. Words and numbers are our most powerful ways of representing the world. Mastery of language and fluent mathematical skills are therefore our top priority. We aim to prepare young people to make a success of their lives: a core entitlement to subject-based learning; the development of talents; an understanding of work and society.

Worthwhile learning is often hard, inspiring teaching is what gives access to difficult concepts and the thrill of intellectual discovery. Powerful knowledge is not static or backward-looking. It includes the ability to critique, challenge, think, and learn.

Education with Character

Academic success is very important. Exam passes are an important aspect of that but there is more to a good education. Our schools also aim to develop character, compassion, and service. Young people are expected to contribute to their school and society, to try things which they think they cannot do, to persist in the face of difficulty, to become resilient in overcoming obstacles, to manage themselves, to work independently on things which challenge them, to work with others and in teams, to be courageous and caring, and to lead.

We want young people to look back on a joyful schooling which has inspired and challenged them, provided opportunities, and prepared them for the ups and downs of life.

Leadership in Every Role

Our children are leaders of the future. We expect them to start today, taking advantage of structured opportunities to lead and taking responsibility for themselves and others. Every adult in the school is a leader. In every word, tone, and gesture sets direction and expectation. We expect every adult to take responsibility and the initiative to do what is right for the children.

All those in formal leadership positions create the climate in which others work. They demand the highest standards, build a performance culture, develop their teams and create the space for others to lead. All leaders listen, grow relationships, act with integrity and care and expect the best from themselves and others in building a happy, confident school.

Continuous Improvement

However good we are, we can be better. We constantly look for improvements and implement them with pace. We look for ideas for improvement inside the organisation and out, we observe one another, we steal good ideas with pride and look to make them better, we work together to improve.

We always look at the evidence and are rigorous in evaluating impact. We stop or change things which aren't working, we improve things which are. We aim for high leverage: high impact for low effort and low cost. We constantly look to have more impact for less cost and effort and to spend every pound wisely.



Our Mission

Manchester Academy aims to secure the highest possible standards of achievement, never satisfied with past levels. The aim of the academy is to be a place for learning with a clear spiritual and moral dimension. Whilst the Christian faith is the starting point and the central focus for the ethos of the academy, the beliefs and the practices of other faiths are valued and respected. The academy welcomes those of all faiths and none.

The ethos of the academy is to support each student to:

- Become a balanced, articulate person with the intellectual freedom to be creative.
- Have the confidence to initiate.
- Have the resilience to cope with adversity.
- Have the compassion to serve others.
- Be motivated to have a lifelong love of learning.
- Have a fantastic Attitude to Learning.

The MA Way:



Our Promise

1. To be a great place for students to be and for parents to have their child educated.
2. To have a personalised curriculum to match a deeply complex learner profile.
3. Every student of consequence and no student left behind.

**“Pupils behave well in lessons and around school”
- Ofsted 2022**



Job Description

Community Engagement Officer

Purpose

Under the direction of the Cluster Marketing Manager, the Community Engagement Officer will oversee the execution of the school's pupil recruitment strategy while developing links with key stakeholders within the community to enhance the school's reputation.

Key Responsibilities

Community

- Raise the profile of the Academy across the local community, building long-lasting relationships with key stakeholders.
- Lead the school's Year 5 transition marketing programme, acting as coordinator of events throughout the year and main point of contact for local primary schools.
- Champion the school at local events, maintaining a visible presence throughout the year.
- Support SLT with projects that seek to engage current families and students eg attending Parents Evenings.
- Support and lead on Community Hub initiatives linked to the Cradle to Career Programme

Pupil Recruitment

- Plan and manage key events in the school's marketing calendar, including the school's Open Evening, tracking feedback and offering analysis and provide year-on-year improvement.
- Liaise with local primary schools to identify opportunities to develop our relationships.
- Execute the school's marketing plan in agreement with the Cluster Marketing Manager.
- Manage the school's social media channels, offering insight into effective strategies and latest trends.
- Coordinate the school's internal marketing activities, including school photoshoots, videoshoots and prospectus production.

Other Responsibilities

- Maintain the Academy website, ensuring it remains up to date and compliant with Ofsted guidelines.
- Maintain an accessible supply of marketing materials for use by the team at events.
- Produce the termly academy newsletter and to manage printing and distribution.
- Organise photographic and/or video records of all events and to liaise with event managers to secure articles for posting on the website.
- Undertake regular CPD relevant to the post.
- Have due regard for data protection, confidentiality and Health and Safety policies.
- To undertake any other duties which may be assigned to the post from time to time as directed by the Principal.

Safeguarding

- To promote the safeguarding and welfare of children and young people for whom you teach and come into contact with.
- To be aware of the School's policy on Child Protection and the completion of all required Educare courses.



Person Specification

Essential Requirement	Desirable Requirement	
Qualifications		
	<ul style="list-style-type: none"> Relevant qualification to degree level. 	
Experience		
<ul style="list-style-type: none"> Self-motivation and the ability to work to deadlines with limited supervision. 	<ul style="list-style-type: none"> Minimum two years in a similar role, or evidence of making a tangible impact in a similar role. Experience of working in an education setting. Can demonstrate experience of networking with external stakeholders. Event planning and management. 	
Knowledge and Skills		
<ul style="list-style-type: none"> Strong literacy and communication skills. Computer literacy including confident use of email and MS Office (Excel, Word, Forms etc). A good eye for detail. Strong understanding of audience engagement. 	<ul style="list-style-type: none"> Experience using design software, preferably Canva Understanding of social media, particularly Instagram and Facebook. Familiarity with the local area. 	
Person Competencies and Qualities		
<ul style="list-style-type: none"> Ability to build strong relationships with others. Has a passion and energy for their work and that of the school. Demonstrates a sense of responsibility and ownership of the success of their work. Good team player, but self-motivated when required. Demonstrates drive and commitment in achieving the vision of the academy. Can inspire, motivate and persuade others. Has the highest of expectations of their own work and of that of others. Demonstrates drive and commitment in all that they do. Creative thinker with a flexible approach. 		
Motivation and Expectations		
<ul style="list-style-type: none"> Has a passion to develop their own practice Actively contributes to the life of the school and beyond their job description within and outside school hours. 		



How to Apply

Please apply through the Manchester Academy website:

<https://www.manchester-academy.org/>

We are working hard to become a more diverse organisation – which is key to our commitment to bringing out the best in everyone. We welcome applications from everyone committed to this ethos and would particularly welcome applications from black and minority ethnic candidates, who are currently under-represented in the Group as a whole. We always appoint on merit. We are open to discussing flexible working options.

The school is fully committed to the safeguarding of children and all staff will be subject to an enhanced DBS disclosure and full child protection/safeguarding training. United Learning is an equal opportunities employer.

If you would like to discuss this opportunity in more detail, please contact Chris Prince, Cluster Marketing Manager via email chris.prince@stockport-academy.org

Closing date:

12th August 2025

Interview date:

20th August 2025



**"Staff have high expectations of pupils' learning"
- Ofsted 2022**



Tes Schools Awards 2024

Shortlisted

Best Use of Technology

#TesAwards



Tes Schools Awards 2024

Shortlisted

Subject Lead of the Year
(Secondary)

#TesAwards