

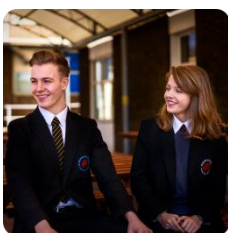


# BEACON ACADEMY

Ambitious for excellence in all we do

## MARKETING AND COMMUNICATIONS OFFICER

### Information for Applicants



North Beeches Road  
Crowborough  
East Sussex  
TN6 2AS

01892 603000

[www.beacon-academy.org](http://www.beacon-academy.org)  
Twitter: @Beacon\_Academy

Headteacher: Ms A Robinson



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Dear Applicant

**Post of Marketing and Communications Officer**

Thank you for your enquiry regarding the vacancy for the above named post.

The role is for 20 hours per week, term time only. The working days and times for this post are negotiable. This role is paid on Single Status Grade 6/7, currently £18,578 - £21,463 per annum full time equivalent, dependent on experience. Actual salary would be £8,705 - £10,218. All posts are subject to DBS enhanced clearance, health checks and satisfactory references.

Please find below relevant information, which has been prepared to help you with your application. It includes:

- The job description
- The person specification

**Closing date: 10am on Monday 21 August 2017**

**Interviews will take place as soon as possible after this date**

A completed application form should be returned via email to [vacancies@beacon-academy.org](mailto:vacancies@beacon-academy.org). Please be advised that we do not accept curriculum vitae.

This Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

For further details please contact the Human Resources department on 01892 603078 or email [vacancies@beacon-academy.org](mailto:vacancies@beacon-academy.org)

Yours sincerely

Human Resources

## **Post of Marketing and Communications Officer**

Thank you for your interest in this post at Beacon Academy. We are looking for a professional and self-motivated individual, with excellent communication skills and the ability to be flexible. This opportunity will require the candidate to use their creativity and input into our marketing strategy and to build on and extend the reputation of Beacon Academy.

### **Context**

We are a split site, rural, mixed 11-18 non-selective converter academy with approximately 1300 students, including over 250 students in our Sixth Form. We are situated centrally in Crowborough on the outskirts of the Ashdown Forest, an area of outstanding natural beauty. We are close to Tunbridge Wells and the South Coast. The vast majority of our staff travel to Beacon from a variety of destinations within the south east, including Brighton, Eastbourne, Lewes and Tunbridge Wells. We draw students from over 10 primary schools in Crowborough and the surrounding areas, while also attracting an increasing number of students from outside this traditional catchment area, from Kent and from the independent sector. This wide catchment area generates our truly non-selective intake, both in terms of ability and socio-economic background. Our sixth form provision is accommodated entirely at our Green Lane site, an 800m five minute walk from our main Beeches site which accommodates years 7-11. We are immensely proud that we retain a high proportion of our Sixth Form students from Beacon Academy as well as recruiting students from other local and international schools.

### **Vision, culture, expectations and outcomes**

Our vision is to provide the best possible education for all of our students and to be ambitious for excellence in all we do. Whether a member of staff, trustee (governor) or student, we all work relentlessly to inspire and believe in one another to achieve our ambitions and succeed in life.

At Beacon Academy there is an expectation that as staff and students, we will work hard, be ambitious, self-motivated, inquisitive, resilient and determined to succeed. Our students work incredibly hard, are polite, respectful, well behaved, well presented and ready to learn. They are expected to be caring, considerate and tolerant in lessons, social time and whilst travelling to and from school. These areas are reinforced and adopted positively by staff and students alike – there is a tangible sense of pride in being part of Beacon. Our students are meticulously supported by our experienced, loyal, highly skilled and highly effective team of staff. This includes a dedicated, non-teaching Student Support Team consisting of a Head of Year (teaching staff) and an Assistant Head of Year (non-teaching staff) for each year group who support them throughout their time at Beacon Academy.

The rigorous focus on all of our students as unique individuals is paramount. There is an unprecedented determination and commitment from everyone who works at Beacon that they will succeed. We work diligently on our unapologetically high expectations, allowing us to foster exceptional relationships in an environment that is consistently calm, safe, happy and orderly. I have no doubt that the combination of this with our broad, balanced curriculum and outstanding teaching contributes significantly to our sustained improvements across the board. Our latest A Level and GCSE results are testament to this and to the teamwork of our phenomenal students and staff.

Despite a record decline in the national GCSE results we find ourselves once again significantly above county and national averages for both GCSE and A Level. Our results place us as a top performing school in East Sussex and nationally. For a more in depth look at our outcomes we have included an information sheet within this pack.

A few highlights from 2016 leavers are:

- For our actual results Beacon Academy is significantly above the national average for attainment and progress 8 overall as +5.3 this takes us into the top 25% of schools nationally.
- Beacon Academy is significantly above the national average for %A\*- C English and Mathematics at 75% (national average is 62%) this means Beacon Academy is in the top 20% of schools nationally.
- For our value added our overall attainment and progress 8 Beacon Academy is significantly above the national average of 0 at +0.37. This means that Beacon Academy is in the top 15% of schools nationally for VA.
- Beacon Academy is 14% above the expected value for our % A\*- C for English and Mathematics taking us in to the top 5% of schools nationally.
- In 2016 when comparing expected rates of progress, Beacon Academy is placed 2<sup>nd</sup> in East Sussex
- Over 75% of our students gained an A\*- C in English and Mathematics at GCSE (Basics)
- We achieved our highest ever 5 or more A\*- C including English and Mathematics of 71%

- We also achieved our highest ever A\*- A grades at 22%
- EBACC results at 41%

Our Sixth Form continues to go from strength to strength with consistently outstanding results. Our outgoing students from year 13 secured our best results ever.

- 100% pass rate
- Over 55% gaining A\*-B grades at A Level
- Over 50% A\* - B including A Level and equivalents
- 81% of students gained A\*-C grades
- 80% of students who applied to university secured their chosen courses
- 28% of those went to Russell Group universities

At Beacon Academy, the quality of teaching, learning and assessment is expected to be highly effective, enabling all students to make excellent progress. Our performance management systems and associated continuing professional development and learning (CPDL) are tailored to support excellence in teaching, focussing entirely on what good and outstanding teaching looks like in each subject across each key stage. We have a highly acclaimed NQT and ITT programme, recognised as outstanding. Furthermore, we have developed a programme to continue to support teachers in their second and third year with our Recently Qualified Teacher (RQT) programme. We have also developed and deliver an internal Excellent Teacher Programme (ETP) to support colleagues with their CPDL.

We have also recently been designated as a National Teaching School and National Support School, and I have been designated as a National Leader for Education and furthermore, as a Consultant Headteacher for East Sussex County Council School Improvement Standards and Effectiveness Team. This will no doubt generate a great deal of interest in terms of school to school support and opportunities for our staff.

We invest in our staff and this has been recognised through the award in November 2015 of the prestigious Investors in People Silver status. This reflects our leadership, management, communication and training across the school.

Beacon Academy is on an exciting journey towards becoming an exceptional school. We are judged to be a good school with outstanding leadership. Ofsted and our results confirm this. Trustees, staff, parents and students know this. We have a rigorous, relentless and uncompromising focus on ensuring that all students leave Beacon with the best set of qualifications possible, equipping them for our rapidly changing, highly competitive but exciting world.

### **To apply**

Once again, thank you for your interest in the post of Marketing and Communications Officer. If, like us, you are passionate about providing the best possible education for all students in a school with sustained improvement and a culture of high expectations and ambition, please ensure you:

1. Complete the statutory application form
2. Provide a letter of application that is no longer than 2 sides of A4. It is recommended that your letter is structured according to the main headings of the person specification.
3. Provide two references, one of whom must be the Headteacher from your current school or most recent significant employer.

If you wish to have an opportunity to discuss this post informally, please contact Holly Taylor, HR Manager on 01892 603078, or email [h.taylor@beacon-academy.org](mailto:h.taylor@beacon-academy.org)

Completed application forms should be e-mailed to the HR Department at [vacancies@beacon-academy.org](mailto:vacancies@beacon-academy.org)

Beacon Academy is committed to safeguarding and promoting the welfare of children and young people and expects staff to share this commitment. Please come and visit us at any time and see for yourself. To arrange a visit please contact the HR Department.



**Anna Robinson**  
Headteacher

# Examination Results

## Key Stage 5 – A Levels & Equivalents

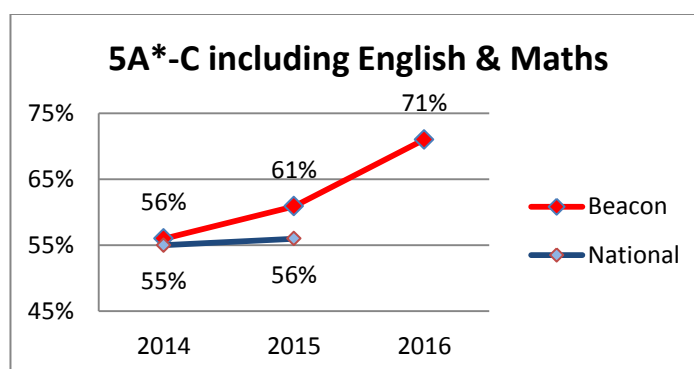
	2014	2015	2016 <sup>+</sup>
	Beacon	Beacon	Beacon
A*-A	21%	24%	23%
A*-B	39%	47%	50%
A*-C	76%	77%	79%
A*-E	99%	99%	100%

## Key Stage 5 - A Levels only

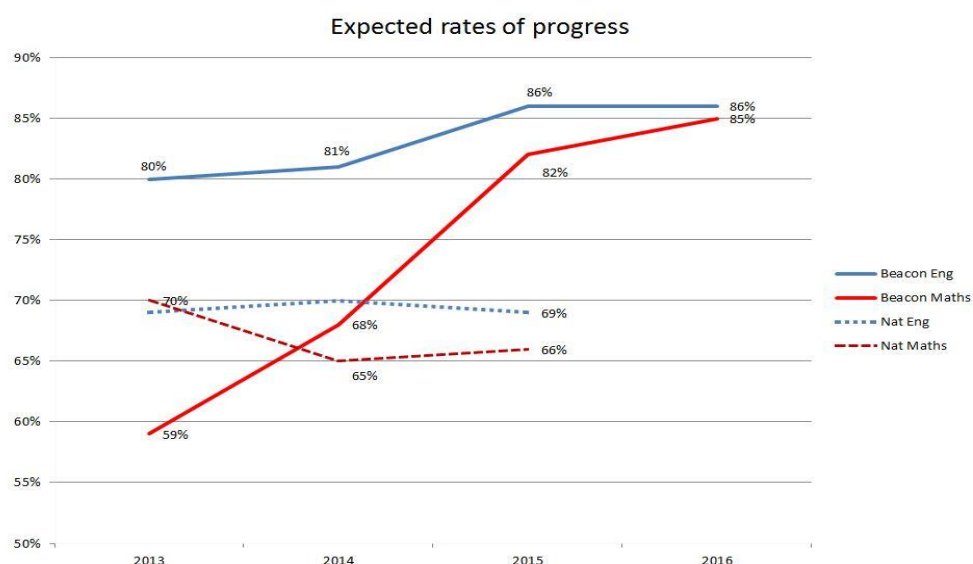
	2014		2015		2016 <sup>+</sup>	
	Beacon	National	Beacon	National	Beacon	National
A*-A	17%	26%	21%	26%	24%	26%
A*-B	38%	52%	47%	53%	55%	53%
A*-C	73%	77%	75%	77%	81%	74%
A*-E	99%	98%	99%	98%	100%	98%

## Key Stage 4 – GCSEs & Equivalents

	2014		2015		2016 <sup>+</sup>
	Beacon	National	Beacon	National	Beacon
A*-A	23%	-	16%	-	22%
Basics (English & Maths A*-C)	63%	58%	69%	58%	75%
5 A*-C including English & Maths	56%	55%	61%	56%	71%
Attainment 8	-	-	4.91 C	4.81 C-	5.31 C+
Progress 8	-	-	0.19	0	0.38
English A*-C	72%	67%	80%	65%	80%
English Expected Progress	81%	70%	84%	69%	85%
English More than Expected Progress	50%	32%	40%	30%	43%
Maths A*-C	65%	67%	74%	63%	82%
Maths Expected Progress	68%	65%	82%	66%	85%
Maths More than Expected Progress	29%	29%	42%	30%	54%
EBacc	24%	24%	30%	24%	40%
Overall Attendance	94.3%	94.9%	94.4%	94.8%	95.0%



<sup>+</sup> Provisional figures correct at time of publishing  
 - National figures unavailable



## National Comparisons

For our actual results Beacon Academy is significantly above the national average for attainment and progress 8 overall as +5.3 this takes us into the top 25% of schools nationally.

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Beacon Academy is 14% above the expected value for our % A\*- C for English and Mathematics taking us into the top 5% of schools nationally.

## East Sussex comparisons

### Attainment

In 2016 Beacon Academy achieved 71% which places us at 5<sup>th</sup> in East Sussex for attainment.

### Progress

In 2016 when comparing expected rates of progress, Beacon Academy is placed 2<sup>nd</sup> in East Sussex

## School Admissions

November 2016	November 2015	November 2014
First Preferences = 185	First Preferences = 176	First Preferences = 160
Second Preferences = 38	Second Preferences = 30	Second Preferences = 29
Third Preferences = 29	Third Preferences = 13	Third Preferences = 18
Later first preferences = 3		
<b>Total: 255</b>	<b>Total: 219</b>	<b>Total: 207</b>

The above data conveys a 16% increase in first preference applications and a 23% increase in total applications.

## Staff Testimonials

I initially joined Beacon Academy as a PE and Spanish teacher in September 2004. I was given the opportunity to develop my skills and understanding on how to become an outstanding teacher from my first year. Before commencing my teaching career I worked as a Personal Trainer in London and have not looked back since.

Over the years Beacon have given me many opportunities to develop by professional development having led on many areas such as Head of Year; Head of Key Stage; Head of Department (in two different subjects, Associate Assistant Head of Academy focusing on Progress and Achievement and in my current role as Senior Assistant Headteacher.

Beacon Academy is an amazing place to work because of the friendly and helpful staff, there is a strong culture of collaboration and support that allows everyone to develop their practice. The strong focus upon CPD provides everyone the opportunity to learn the latest cutting edge developments in education and this is a major benefit for anyone wishing to further develop their practice. Our facilities and new technology allow us to provide engaging lessons to provide our learners with the perfect learning environment.

I would recommend Beacon Academy to anyone wanting to teach in a school that favours aspirational ethics and outstanding practice, because there are so many opportunities for ambitious staff who are keen to collaborate, develop and share best practice in order to progress in their career.

**Keith Slattery: Senior Assistant Headteacher**



I started working at Beacon Academy in May 2014. My previous role working with vulnerable young people in Kent gave me the skills and experience I needed to apply for the post.

The interview tasks were tough and competition was high, but thankfully by the end of the day, I was informed that I had been successful and would start my new role in a month's time. From the day that I started, I was made very welcome by staff at Beacon and have joined a fantastic team who support each other and work hard to improve the outcomes for the students in our care.

The most rewarding part of my role is building successful relationships with students and their parents in order to support them with any difficulties they may be experiencing at home or in school. I feel settled and confident within the school. I am still learning and being faced with new challenges every day, but challenges that I enjoy and working within a school that recognize the importance of the Student Support role alongside teaching and learning to support the whole child's wellbeing.

**Krysten Hicklin: Student Support Services Manager Year 7**



I have thoroughly enjoyed coming to work at Beacon Academy. The commitment and dedication from the staff to ensure students are achieving, and going above in and out of lessons is amazing to see. As an NQT I've received so much support from other members of staff and feel like I can ask anyone for help. The commitment and extra time given to the students is what makes Beacon such a good school to work in.

**Imogen Mepham: Teacher of Mathematics**



Having joined Beacon Academy as an NQT in September 2014, I have been fortunate enough to work alongside a supportive and passionate staff body, led by an exceptional senior team. The School's vision is clear: every student deserves to reach or extend their potential, and every staff member should enjoy and take pride in their role. There is an emphasis on Teaching and Learning, with a wide array of CPD events, and, opportunities to observe and share outstanding practice. The school has high standards on behaviour, which ensures that students can achieve and excel. Ultimately, it is an environment where teachers can teach, and students can learn.

**Toby Horrocks: Head of History**



**At Beacon Academy, whether a student, a member of staff, a parent, carer or a trustee, we will all:**

**Inspire one another  
Believe in one another  
Achieve our ambitions  
Succeed in life**

## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	<b>Marketing and Communications Officer</b>
<b>PAY SCALE AND HOURS:</b>	<b>Single Status Pay Scale Grade 6-7 20 hours per week, term time only</b>
<b>JOB PURPOSE:</b>	<b>The Marketing and Communications Officer is responsible for the implementation of the Academy's marketing strategy, including brand, ongoing management of the website and social media, marketing collateral, events, public relations including the active promotion of Academy activities and achievements in the media. In addition the role provides support across the Academy, to departments who require marketing communications support.</b>
<b>ACCOUNTABLE TO:</b>	<b>Executive Assistant to the Headteacher</b>

### **Main Duties and Responsibilities:**

- To assist with marketing and promotion of the Academy, and establishing its brand
- Developing and delivering the academy's marketing, communications and social media strategies
- Work with the Senior Business Team to develop and implement our income generation strategy
- Leading on Beacons alumni scheme
- Assisting with the management of social media accounts and school website
- Meeting annually set targets concerning the academy's marketing, and the financial implementations.
- Adapting marketing strategies to fit relevant channels.
- Keeping up-to-date with the newest channels of communication and marketing.
- Ensuring the academy's brand and voice are used appropriately by both internal and external parties
- Planning, running and overseeing events.
- Assisting all departments with their marketing requirements and ensuring all marketing targets are met.
- Liaising with local press and subject departments for Academy events, including Open Days
- Compiling the termly newsletter
- Coordinate the Marketing Committee meetings, preparing agendas and papers
- Assisting with production and design of marketing materials, including brochures
- Obtaining quotations, leads and opportunities
- Proof reading and copywriting communications and marketing materials
- Ensure displays boards meet the Academy branding and standards
- Identify, set up and manage manual and computerised records/management information systems as appropriate
- Analyse and evaluate data/information and produce reports/information/data as required
- Ensuring that projects are delivered on time and within budget.
- Assisting the administration department with general duties.

**General Support:**

- Report student and Academy issues in line with the Academy's policies for health and safety, child protection, behaviour management etc
- Attend meetings and training sessions as required
- Be aware of and act in line with Academy policies and procedures as outlined in the Staff Handbook
- Be involved in extracurricular activities, e.g. open days, presentation evenings as required
- To handle all confidential correspondence and matters with discretion at all times

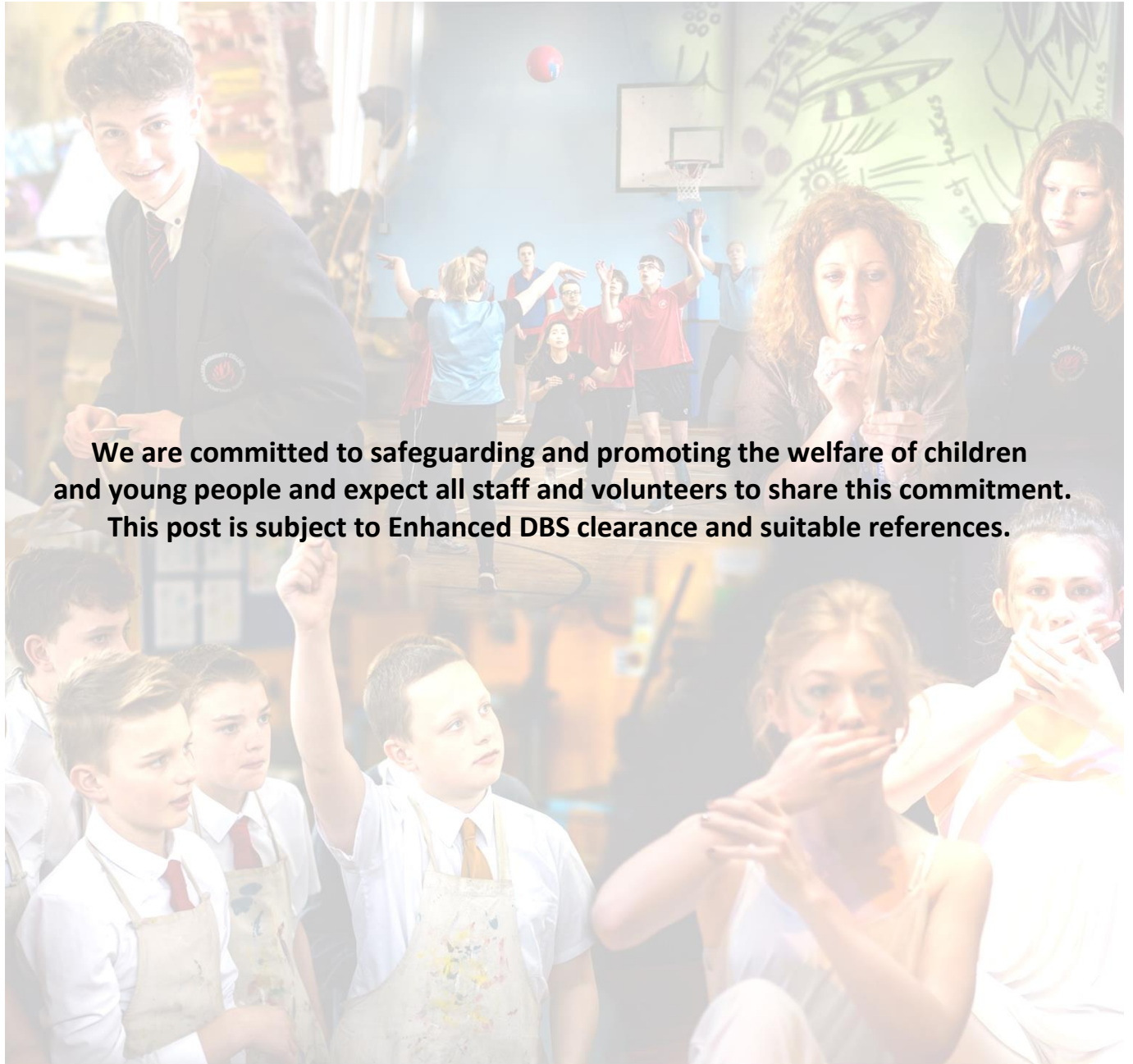
*This job description sets out the duties of the post at the time it was drawn up. The post holder may be required from time to time to undertake other duties within the Academy as may be reasonably expected, without changing the general character of the duties or the level of responsibility entailed. This is a common occurrence and would not justify a reconsideration of the grading of the post*

## Person Specification

JOB TITLE:	<b>Marketing and Communications Officer</b>
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Essential	Desirable
<b>Qualifications</b> <ul style="list-style-type: none"> <li>Five GCSEs at Grades A-C including English and Maths</li> </ul>	<ul style="list-style-type: none"> <li>Communication / Marketing / PR related qualifications</li> <li>Educated to Degree Level or equivalent in relevant subject</li> <li>Full clean driving licence</li> </ul>
<b>Experience</b> <ul style="list-style-type: none"> <li>Broad communications and marketing skills/experience</li> <li>Experience of contributing to and implementing an effective communications strategy</li> </ul>	<ul style="list-style-type: none"> <li>Communications and marketing experience in the education sector</li> </ul>
<b>Knowledge, skills and abilities</b> <ul style="list-style-type: none"> <li>Exceptional writing skills with the ability to produce regular high quality publications representative to Beacons brand</li> <li>High level skills in all marketing and communication tools including print and digital to promote and generate business</li> <li>Evidence of increasing business and customer satisfaction through marketing campaigns</li> <li>Media research skills and the ability to develop confident relationships with the press</li> <li>Analytical and evaluation skills</li> <li>Ability to communicate with a broad cross section of people</li> <li>Excellent written &amp; verbal communication skills including negotiation, advertising and writing copy</li> <li>Commercial and budgeting skills</li> <li>Experience/skills in proof reading</li> <li>IT literacy – including Word, Excel and Access or other database management system</li> </ul>	<ul style="list-style-type: none"> <li>Ability to develop and implement a professional and uniform style of communication appropriate to the organisation and its ethos</li> <li>Experience in editing and updating websites</li> </ul>
<b>Qualities</b> <ul style="list-style-type: none"> <li>Flexibility to manage changes in priorities that may arise at short notice</li> </ul>	

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|---|--|
| <ul style="list-style-type: none"><li>• Excellent people skills; able to build and maintain relationships and deal proficiently and confidently in difficult and pressurised situations</li><li>• An excellent and confident communicator on the telephone, face-to-face and in writing, with a broad cross section of people</li><li>• An ability to see work through to its conclusion by being self-motivated and able to use their own initiative whilst working unsupervised</li><li>• Incredibly organised, reliable and efficient administrator with an eye for detail and the ability to prioritise</li><li>• Ability to combine bigger picture strategy with immediate task-based objectives</li></ul> |  |
|---|--|



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