



Job Description & Person Specification

Job Title: Communications Manager

Scale: LTA

Job Purpose:

- To manage communications and stakeholder engagement for the Trust and its schools.
 - To work individually and as a team to develop and deliver activities across a range of related disciplines including external relations, marketing, branding, internal communications, events, projects and digital communications.
 - To manage the development of engaging and effective campaigns for the Trust and coordinate cross functional teams to complete projects.
 - To supervise the creation of innovative design solutions for print, online and other media, as well as corporate documents.
 - To provide creative design input on the implementation of marketing initiatives and campaigns.
 - To ensure all communications, marketing and stakeholder engagement across the Trust is consistent with the brand guidelines.
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Reporting Arrangements

Reporting to: Director of Communications and Development

Accountable for: Social Media & Communications Officer

Main Responsibilities:

- Manage relationships and marketing plans for cluster schools under the Laurus Trust brand.
- Support the delivery of a marketing strategy and brand strategy across Laurus Trust schools.
- To work closely with the Director of Communications and Development to develop standard operating procedures for marketing and communications.
- Oversee a range of marketing and communication campaigns across Laurus Trust schools, optimising communications activity, including press releases, social media, blog posts, newsletters and marketing and event collateral.
- Line manage the Social Media & Communications Officer
- Manage marketing requests and delegate workloads accordingly across the Communications Team.
- Support with creating content across the Communications Team and provide support where necessary.

- Maintain knowledge of evolving technologies and platforms, to enhance marketing and communications across Laurus Trust schools. Plan the capturing and production of visual content across Laurus Trust schools.
- Be responsible for website content and marketing collateral branding in relation to specific campaigns.
- Ensure websites are compliant against DfE requirements.
- Project manage specific campaigns, devising and coordinating objectives and actions, working within a defined budget. Monitor the progress of the campaign identify areas for improvement and suggest adjustments.
- Proofread copy and marketing materials, ensuring all output goes through a Quality Assurance process.
- Support in the organisation of Trust events.
- Assist in media relations activities.
- Deputise for Director of Communications and Development in their absence.
- Serve as an ambassador for the organisation.

Trust Responsibilities:

- Adhere to all Trust policies and procedures.
- Take responsibility for promoting and safeguarding the welfare of all pupils.
- Demonstrate commitment to the Equal Opportunities Policy, to work positively and inclusively with colleagues so that the Trust provides a workplace and delivers services that do not discriminate against people on the grounds of their age, gender, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.
- Work flexibly in the interests of the service (this may include undertaking other duties provided that these are appropriate to the employee's background, skills and abilities).
- Travel between different sites of the Laurus Trust as required.
- Actively participate in performance reviews at regular intervals in accordance with Trust procedures.
- Undertake training courses organised by the Trust where these will assist in the carrying out of the above duties, develop skills which may be required to fulfil those duties in the future or are required to fulfil legal requirements.
- Refrain from smoking in any areas of Trust premises.
- Behave in a manner that ensures the security of property and resources.
- Demonstrate consistently high standards of personal and professional conduct as defined in The Laurus Trust Code of Conduct Policy.

Safeguarding:

The Laurus Trust and its affiliated schools are committed to safeguarding and protecting the children and young people that we work with. As such, all posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. The post holder will be required to complete an enhanced Disclosure Barring Service (DBS) check with appropriate barred list checks, or the equivalent, and must be eligible to work in the UK.

We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across the school. This is in line with statutory guidance Keeping Children Safe in Education and The Education Act, we expect all staff and volunteers to share this commitment.

Core Behaviours:

It's important for all Support Staff to be able to demonstrate some or all of the core behaviours on a regular/daily basis:

- **Adaptable** - Open to change, to be flexible.

- **Courageous** - Willing to speak up, offer ideas, challenge the norm.
 - **Hard Working** - Strong work ethic, prepared to go the extra mile.
 - **Inclusive** - Treat others fairly and equally.
 - **Engaged** - Involved/absorbed in your work, participate at all times.
 - **Value** - Add value to your role, your team and the Trust.
 - **Enquiring** - Have an enquiring mind, curious, improve and find solutions.
 - **Motivated** - Pro-active, wanting to achieve goals, willingness to try, can do attitude.
 - **Encouraging** - Giving/offering support and confidence to others, working together.
 - **Navigator** - Providing guidance, leading when necessary.
 - **Tenacious** - Perseverance, never giving up, whatever it takes.
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Person Specification:

Attributes	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> • Marketing related degree or industry related qualifications at Level 4 or above • Minimum two A-levels or equivalent • Sound educational background including GCSE's Maths and English (A*-C) or equivalent • Evidence of further professional training or development 	CIM/CIPR membership
Knowledge and Experience	<ul style="list-style-type: none"> • At least two years' experience and evidence of success in PR/communications • Experience of working on own initiative, managing multiple tasks and delivering to deadlines • Evidence of creative and engaging oral and written communication • Understanding of print and production processes. 	<ul style="list-style-type: none"> • Awareness of and genuine interest in current issues in education • Proficient in Adobe Photoshop, InDesign and Illustrator. A good working knowledge of Adobe CC
Skills	<ul style="list-style-type: none"> • Excellent planning and organisational skills • Excellent digital and social media skills • Ability to work independently to organise own workload • Strong communication and interpersonal skills • Ability to work in a fast-paced, deadline-driven environment managing multiple projects • Excellent IT skills • Ability to work under pressure • Ability to preserve confidentiality. • Flexible and adaptable with a drive to learn new skills. • Problem solving and analytical skills 	<ul style="list-style-type: none"> • Understanding of relevant legislation including GDPR
Other Qualities	<ul style="list-style-type: none"> • Ability to make effective decisions • Ability to work accurately and methodically • Excellent time management • Ability to remain calm under pressure • Hands on – willingness to work at an operational level • Good team player • Willingness to undertake further training 	

	<ul style="list-style-type: none">• Commitment to safeguarding and promoting the welfare of children• Full driving licence• Willingness to work out of hours where required• Good team player• Willingness to undertake further training• Commitment to safeguarding and promoting the welfare of children	
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