

## **INVICTUS EDUCATION TRUST RECRUITMENT JOB DESCRIPTION**

**JOB TITLE:** COMMUNICATIONS, MEDIA & MARKETING DIRECTOR

**DEPARTMENT:** HQ

**GRADE:** 11    **SPINE POINT:** 36 -39    **HOURLY RATE:** £20.52 – £22.03

**TYPE OF CONTRACT:** 52 Weeks    **WEEKLY HOURS:** 37

**REPORTS TO:** CEO/COO

**STAFF RESPONSIBLE FOR:** NONE

### **MAIN PURPOSE OF THE JOB**

Create, lead and direct a Trust wide marketing strategy that is aligned with the ‘Invictus Culture’. The end goal for the marketing strategy is to contribute to growth of the Trust which will result in all Trust Schools exceeding their PAN target and remaining over-subscribed

Create, direct and lead marketing campaigns across a spectrum of platforms to achieve marketing goal.

Create, lead and direct the brand identity of Invictus Education Trust to ensure the Trust’s reputation with all stakeholders is as stated in the ‘Invictus Culture’

Create engaging content that offer unique and unrivalled parental and community engagement whilst enhancing the reputation of the Trust.

### **MAIN DUTIES/ACTIVITIES**

Lead and direct all school based ‘marketing/media/communications’ labour resources

Create and proactively lead and direct the marketing strategy

Project manage all Trust advertising to include collating information from internal stakeholders, creating content and communicating to external stakeholders

Lead and direct all marketing content for school specific events such as open evenings, school shows, school events, charity projects etc

Work closely with the CEO/COO/Headteachers on Trust school projects to ensure successful delivery of outcomes for students

Project manage Trust wide initiatives such as ‘Student Leadership Strategy’ at the request of the CEO, leading a team of ‘in school’ leaders to achieve better outcomes for students.

Responsible for the oversight of the marketing budget, ensuring value for money, quality of service and spend to budget monitoring

Complete cost benefit analysis exercises on large expenditures

Create, lead and direct an Invictus ‘Marketing, Media and Communications Culture’ aligned with the Invictus Culture

Create, direct and lead to ensure all 8 Trust websites are up to date and OFTSED compliant, all web management happens internally without use of outside agencies

Project manage all Trust publications including, but not exclusively, 7 annual prospectuses, 3 per annum Trust magazines, promotional/informational leaflets, Christmas cards, stakeholder gifts

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Crisis manage PR situations when schools/Trust are in the press, create statements and acutely manage the reaction on digital platforms, these duties will often be performed at unsociable hours

Create, direct and lead social media strategy and report analytics to Trust leadership. Social media strategy consists of 10 Facebook accounts, 10 YouTube accounts, 10 Instagram accounts, 10 Twitter accounts.

Grow the Trust wide audience from current position of 8000 to 30000.

Monetize social media accounts, creating income to spend on other marketing, media and communications projects

Direct and lead all individual school outward communications, across all platforms to include print and digital.

Leading and directing school SLT's on effectively managing school events to maximise the positive impact on the school and Trusts reputation

Preparing presentations for CEO/SLT's for public events, to include design and tone of message

Proactively seek PR opportunities with external stakeholders

Create, lead and direct all school photoshoots/video shoots, operating the equipment and editing personally when necessary to maintain a library of current premium images and footage.

Create premium films, a minimum of 2 per school/sixth form per year for school social media accounts and websites

Represent the Trust at exhibitions, recruitment events and school open days, project manage the event when required

Gather marketing intelligence, developing an in-depth knowledge of parent and student needs, analysing the results to develop the Trust marketing strategy.

Seek, lead and direct community-based initiatives to enhance positive perception of the Trust

Ensure all communications, media and marketing adhere to the Trust's Data Protection Policy and Privacy Notices.

Present updates on progress against marketing goals to SLT's, Headteachers, Board of Trustees when requested.

Any reasonable task as directed by the CEO/COO. Any tasks which is appropriate to the post level in order to maintain/enhance organisational effectiveness which may include redeployment to other departments – to include cover for absent colleagues and/or relocation to areas of need.

## **SUPPORT FOR THE TRUST**

**Please note as part of an Invictus Education Trust restructure some of the duties and responsibilities outlined within this Job Description may change and may be centralised. Any proposed changes will be discussed in full with all affected employees.**

It is the responsibility of all adults employed at Invictus Education Trust to safeguard and promote the welfare of children and young people. This responsibility extends to a duty of care for those adults employed, commissioned or contracted to work with children or young people.

To take a full part in promoting the good name of the school and contributing positively to the overall ethos/work/aims of the school and ensure equal opportunity for all.

Be aware of and comply with policies and procedures relating to child protection, health and safety, security, confidentiality and data protection, reporting all concerns to an appropriate person.

Develop constructive relationships and communicate with other agencies/professionals.

Attend and participate in meetings as required.

Participate in training, other learning activities and performance development as required.

Recognise own strengths and areas of expertise and use these to advise and support others.

Where required comply with the Trust's Dress Code.

To carry out other duties as and when required by the CEO/Headteacher.

All staff in School will be expected to accept reasonable flexibility in working arrangements and the allocation of duties in pursuance of raising student achievement. Any changes will take account of salary/status/hours and will be subject to discussion, in accordance with the guidance note on contractual changes

## **PERSON SPECIFICATIONS QUALITIES & ATTRIBUTES**

Excellent knowledge of ADOBE creative suites, particularly Photoshop, Premier Pro and Illustrator

Excellent knowledge of web management platforms, particularly WordPress

Forensic approach to identifying key marketing metrics and the ability to translate the importance of these metrics to non-experts

Ability to bring new creative ideas to established processes

Excellent visual and written judgement for the development of creative marketing campaigns

Plans communication effectively and acts as a role model in providing open, honest communication and feedback.

Builds personal relationships with stakeholders, through regular contact and consultation.

Develops and nurtures networks within and outside of the Trust.

Takes quick and effective action to meet demanding workloads and commitments.

Takes considered risks using initiative and flexibility to deliver.

To be reliable, punctual and have excellent attendance

## **QUALIFICATIONS**

Ideally a degree in Marketing, IT or English although not essential

HND/Level 5 Qualification in Media or Communications

Highly articulate individual with excellent written communications and presentation skills are essential

Able to demonstrate a minimum of two years equivalent experience of working in a media or communications environment.

Strong analytical and project management skills

Strong creative outlook

