



HINCHLEY WOOD LEARNING PARTNERSHIP



Application Pack Communication Officer



A Co-educational Comprehensive Academy for Students Aged 11-18
Executive Headteacher; Mr Ben Bartlett BA (Hons) MA (Educ Mgmt)

An Academy and Specialist Music College



March 2020

Dear Applicant

**Re: Communications Officer
To commence ASAP**

Thank you for your interest in joining Hinchley Wood Learning Partnership, within this pack you will find additional information about the Partnership, role and the application process.

Hinchley Wood is an inclusive and high achieving school on the borders of SW London, celebrating student progress and development as well as academic achievement. We are one of the top 200 performing schools in England and Wales in terms of the progress our students make between the end of Key Stage 2 and their GCSEs, and highly sought after. We are part of a multi academy partnership with Hinchley Wood Primary School situated on the same site, a popular 3 form entry school from 4 – 11 years.

This is an exciting time to join us and we are looking for a confident, self-motivated and enthusiastic person to help shape a new era of development and lead on communications. This is a new role and will include developing a social media presence, maintaining the school websites and promotional materials, and overseeing reprographics.

A positive and flexible approach is essential. Other qualities required include a desire to explore new and innovative approaches alongside more traditional ones, excellent communication skills, attention to detail and being able to work collaboratively as part of a supportive team building good relationships with colleagues and the school community.

Ideally we are looking for someone to work Monday – Friday during term time only plus attendance on exam results days. The actual starting salary for 25 hours per week for 39 weeks per annum is from £12,852. This is based on full time, all year equivalent salary of £21,711-£24,914.

We offer:

- family friendly term time only working
- a competitive salary and annual performance progression;
- professional development support;
- two weeks' autumn half term;
- on site gym;
- cycle to work salary sacrifice scheme; and
- membership of the Local Government Pension Scheme with generous employer contribution.



We are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. The position advertised is subject to an Enhanced Disclosure and Barring Service Check. Staff and governors have also established a code of conduct, included within this pack, which applies to all members of the school community.

I look forward to receiving your application by **Monday 30th March (noon)**, and appreciate the time taken to consider and apply for this post.

Yours faithfully

Ben Bartlett
Executive Headteacher



Background Information

Hinchley Wood School has a well-established reputation within the area for providing high quality education and excellent public examination results. This success is based on an approach which combines high expectations with sensitivity to students' individual needs.

In September 2011 Ofsted judged the school to be outstanding, highlighting the excellent progress all groups of students make as a key strength:

***“Hinchley Wood is an outstanding school – the students work exceptionally well together in this harmonious and cohesive community, and achieve outstanding outcomes.”
(Ofsted, September 2011)***

In Summer 2019, 90% of pupils achieved 5 or more A* - C / 4+ grades at GCSE level and 87% achieved 5 or more A* - C grades including Grade 4+ in the new English & Maths exams (equivalent to an old C Grade). This is an excellent result and a new school record. At A Level, our students achieved 100% pass rate with 68% of students achieving A* - B grades and 91% achieving A* - C. The majority of our leavers have gone onto higher education.

Well qualified and experienced staff work together to make this school a successful and happy community. We offer a rich, varied and stimulating curriculum as well as high class purpose built accommodation.

Particular importance is placed on recognising and rewarding individual achievement. Students are actively encouraged to participate in a wide range of artistic and sporting activities; many gain recognition at local and national level for their achievements. We have an enthusiastic and effective school council, a very active school sustainability group and a long-standing and popular tradition of student involvement in charity and community work.

We were one of the first schools in the country to be designated a Music College and to set up an education trust for the benefit of students. Trustees include representatives from local and international businesses, a university, a national charity and a local arts charity to help develop the creative potential of all students. In February 2012 the school acquired academy status. All of these initiatives have enabled us to offer a much wider range of learning opportunities to students.



Our effectiveness is dependent on developing good relationships with students and parents; the respect shown between staff and students is regarded as a particular strength of the school.

***“There is a highly positive ethos of behaviour for learning and achievement”
(Ofsted, September 2011)***



Location



Hinchley Wood is located on the borders of south-west London with good road and public transport links. The M25 and A3 provide convenient road links to other areas.

Hinchley Wood railway station offers a regular service to London Waterloo Monday to Saturday at 06 and 36 minutes past the hour and to Guildford via Cobham at 01 and 31 minutes past. The K3 bus service links the school to the nearby towns of Surbiton, Kingston and Esher.

Hinchley Wood is approximately 4 miles south from Kingston upon Thames, a buzzing market town, with extensive venues such as multiplex cinema, leisure centre, an excellent regional shopping centre and a large selection of bars restaurants and night clubs. Surbiton, with regular fast rail links to London is 2 miles away and further south are the towns of Esher, Cobham and Walton upon Thames which offer a further selection of recreational facilities.

For more information regarding Hinchley Wood click on this link: <http://hinchleywood.org.uk/>



HINCHLEY WOOD SCHOOL
INSPIRING LEARNERS

Mission Statement:

'Mission Statement

'Committed to sustainability – caring for ourselves, each other, the environment and the future.'

...in order to take on the challenges of an ever competitive and changing world. All students will develop creative and entrepreneurial skills, be financially aware and able to use technology in all aspects of their lives. They will take an interest in and contribute to a wide range of creative, artistic and sporting activities.



Vision

To inspire all students to be ...

Confident

Have self belief, communicate clearly in any situation

Considerate

Respect others' views and values

Determined

Work hard to achieve the highest possible standards in all aspects of life

Enthusiastic

Willing to learn from mistakes and maintain a positive outlook

Independent

Take responsibility for themselves and their learning



Extract from the Staff Code of Conduct

Our Code of Conduct sets clear guidance on the standards of conduct and behaviour expected from all staff at Hinchley Wood Learning Partnership (HWLP). The principles underlying the guidance aim to encourage staff to achieve the highest possible standards of behaviour and minimise the risk of inappropriate conduct occurring and to safeguard staff and pupils.

School staff are in a unique position of trust and influence as role models for pupils and other staff. Therefore, all staff must adhere to behaviour that sets a good example to all members of the school community. Staff have an individual responsibility to maintain their reputation and the reputation of the school, both inside and outside working hours and the work setting.

CORE PRINCIPLES

The welfare of pupils is paramount and all staff should always act, and be seen to act, in each child's best interests.

Staff should work, and be seen to work, in an open and transparent way. All staff working within HWLP are responsible for their own actions and behaviour and should avoid any conduct which would lead any reasonable person to question their motivation and intentions.

As part of the School's positive safeguarding culture, staff must have a regard for the need to safeguard children's well-being in accordance with statutory provisions. All staff should know the name of the overall Designated Safeguarding Lead (DSL), and must be familiar with child protection arrangements and understand that they have a responsibility to speak up immediately about safeguarding and welfare matters within the school, and to external agencies where necessary, to safeguard and protect pupils.

PROFESSIONAL BEHAVIOUR AND CONDUCT

- Staff are expected to demonstrate the highest possible standards of personal and professional conduct and behaviour and consistently act with honesty and integrity. Hinchley Wood Learning Partnership expects staff to treat each other, pupils, parents/carers and the members of the wider community with dignity and respect at all times. All staff must have an understanding of, and always act within, the statutory frameworks which set out their professional duties and responsibilities.
- Staff must act in accordance with their duty of care to pupils and ensure that the safety and welfare of pupils are given the highest priority.
- Staff must have regard for the ethos and values of the Hinchley Wood Learning Partnership and must not do or say anything which may bring the School or Trust Board into disrepute.
- Staff should act in accordance with the school's policies and procedures at all times.



JOB DESCRIPTION: **Communications Officer**

Responsible to: **TBC**

Responsible for: **Reprographics Service and Reprographics Assistant**

Scale Point Range: **16 - 20**

HOURS: **As per contract – 25 hours per week, Monday – Friday during term time (plus one week to include GCSE and A Level Exam Results days)**

JOB PURPOSE

- To research, design and produce promotional materials for the Hinchley Wood Learning Partnership, including whole school prospectus, event programmes, newsletters and other promotional materials ensuring consistency of branding and messages.
- To maintain and develop the HWLP and school websites.
- To build a social media presence for HWLP; posting topical content for our existing communities using a variety of traditional and digital media platforms, and developing and implementing agreed media campaigns to extend and promote engagement.
- To photograph school events and ensure a regular presence in local media outlets to promote the work of the school.
- To provide a graphic design service to members of the HWLP including advice and guidance to help ensure consistency of 'branding'.
- To oversee and provide a full reprographics service to staff across HWS.
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JOB SPECIFICATION

- **Communication**
- To design and produce HWS and HWPS Newsletters and other promotional materials and documentation as required including the coordination of the collection of content from staff.
- To prepare a range of publicity material including flyers for school events.
- To coordinate and proof read copy for internal publications and digital platforms.
- To investigate, develop and maintain traditional and new digital media platforms to promote HWLP and communicate key messages to appropriate audiences, ensuring consistency, relevancy and continuity of style, and compliance with any data regulations.
- To monitor whole school/whole year group 'InTouch' communications to parents/carers so that information can be included on other social media platforms where appropriate.
- To maintain the school's internal display screens with regular updates regarding school activities, and ad-hoc information regarding promotion of school events or changes to day-to-day organisation.
- To photograph a range of school events including events during the school day, exam results days, Open Evening, 6th Form Open Evening and a range of evening events (eg school concerts) for promotional purposes.
- To support staff recruitment by ensuring job vacancies are widely communicated on appropriate platforms.



School Website

- To maintain the HWS and HWPS websites ensuring they are up-to-date and Ofsted compliant by keeping current and linked documents up to date; updating 'News Items' and 'What's On' as required.
- To review, proof read and edit all text and stories submitted for publication on the website and ensure correct formatting and layout is applied to all items published, for both text and photographs.
- To liaise with staff regarding any queries relating to content to ensure accuracy and readability.
- To liaise with our website designers and relevant members of staff as required to further develop the functionality of the website.

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Reprographics

- To oversee and provide a timely and efficient reprographic service for all staff, including line management of any additional member of reprographics team (as appropriate), to ensure all reprographic requirements are completed within the time required.
- To maintain a basic stock of paper/resources for use by administrative staff and assist the ICT Manager with stock control of printer consumables.
- To provide guidance, training and assistance to service users.
- To maintain the Trust's network of Photocopiers in conjunction with the ICT Manager.
- To provide Finance Department with details of number of copies/laminating/stationery for each department at month end.

General

- The post holder is required to support and encourage the school's ethos and its objectives, policies and procedures as agreed by the governing body.
- To establish and maintain good relationships with colleagues, students, parents/carers, suppliers, contractors and other professionals.
- To uphold the school's policy in respect of safeguarding and child protection matters.
- All staff members participate in the school's performance management scheme
- The postholder may be required to perform any other reasonable tasks after consultation.
- This job description is not necessarily a comprehensive definition of the post. It will be reviewed once a year and it may be subject to modification at any time after consultation with the postholder.



Communications Officer: Person Specification

Qualifications and Experience	<p>Essential</p> <ul style="list-style-type: none">• GCSE (grade A*–C) or equivalent, in English and Maths.• Further level of education and/or relevant experience• Experience of online media platforms and their use for promotional or marketing purposes.• Experience of working in a busy environment <p>Desirable</p> <ul style="list-style-type: none">• Evidence of relevant CPD• Higher level of education or relevant professional qualifications• Experience of working in a school or similar establishment.
Knowledge and Skills	<p>Essential</p> <ul style="list-style-type: none">• Excellent verbal and written communication skills appropriate to the need to communicate effectively and appropriately with all stakeholders - eg colleagues, parents, students, and external agencies/other professionals.• Excellent standard of literacy skills and effective proof reader.• Ability to proficiently use office computer software including word processing, spreadsheet, design software and internet systems.• Ability to listen, absorb and understand a wide range of information.• Proficient use of associated hardware – eg reprographic, camera equipment and uploading/downloading to systems or willingness to learn.
Personal Qualities	<p>Essential</p> <ul style="list-style-type: none">• Ability to work constructively as part of a team, understanding school roles and responsibilities.• Ability to build and form good relationships with colleagues.• Able to follow direction from line manager.• Able to work independently• Proactive, 'can do' approach• Initiative and ability to prioritise and work calmly under pressure.• Able to work flexibly and respond to unplanned situations.• Able to appropriately deal with confidential information and commitment to the highest standards of child protection and safeguarding.• Able to listen, show empathy and respond in appropriate manner.• Efficient and meticulous in organisation.• Desire to enhance and develop skills and knowledge through CPD.• Recognition of the importance of personal responsibility for health and safety.• Commitment to the school's ethos, aims and its whole community.



Why join Hinchley Wood School?

Hinchley Wood School offers a positive and innovative learning ethos supported by students, staff, parents and governors. We value our staff and the professionalism and experience they bring to the school, and wherever possible we have tried to anticipate and build in holistic support, we offer:

- Complimentary tea and coffee every day and a fully equipped and pleasant staff room.
- Parking on site
- Early finish to the school timetable on Fridays.
- Free lunch and refreshments on INSET days.
- Free lunch for colleagues if they are staying later to attend parents' evenings.
- Free use of our on-site gym before and after the school day.
- Two week Autumn half term
- A minimum two week break over the Christmas period.
- Time off for celebration of close family events eg child's nativity play, graduation etc.
- Every Colleagues Matters – a group to represent and discuss staff matters.
- A supportive Staff Association which covers a range of events including provision of end of term food and drinks and sending small gifts to colleagues at times of celebration or loss.
- Concessionary/franked postage rates at Christmas for staff and the school can be used as a delivery point for online personal purchases.

Job Satisfaction and Progression

HWS has a very good record of staff retention & job enhancement opportunities, we offer a pleasant and supportive working environment and have established excellent staff:student working relationships. To improve working environments for staff we are committed to an on-going programme of investment. Over the last year this has included a rolling programme of classroom and corridor decoration, Premises, ICT and Science Preparation Room and Curriculum offices.

NQT and Post NQT programme

We have a successful and established programme of support for newly qualified teachers, and those in their second year of teaching. This includes regular support meetings, a dedicated mentor, CPD sessions including a residential weekend and NQT support network.

For NQTs joining HWS we offer a 'Golden Hello' for NQTs in shortage subject areas (up to £750 at the end of each of the first two years).

CPD

We have an excellent CPD programme and many opportunities in school for staff to extend their professional knowledge and develop their skills. As a result, we have a very good record of staff gaining internal and external promotions and sharing good practice across departments.

There is a warm convivial atmosphere among the staff and mutual support between teaching and associate staff to ensure effective teaching and learning and the best outcomes for our students.

Staff have opportunities to work on cross curricular projects with students and colleagues, and this is actively encouraged.



Wide range of educational visits and extra-curricular activities

Staff are able to assist on a number of day/residential visits to extend their own experience and support students' personal growth and also encouraged to get involved in extra curricular clubs. These have included:

- Trips as part of curriculum enhancement eg New York
- Skiing
- Duke of Edinburgh – Bronze, Silver, Gold
- World Challenge trips
- Combined Cadet Force
- Various sports clubs including tennis, hockey, football, rugby, netball and athletics.

Secure School Finances

In this time of uncertainty within education, the school is well placed to weather the storm including:

- Robust school finances during a period of much financial uncertainty
- Recommended pay rise approved each year to date
- Performance Related Pay outcomes funded

Other Benefits include:

- For staff employed at HWS, priority admission for children of all permanent postholders after 2 years' service, or upon commencement for designated roles, identified at time of recruitment advert.
- Employee Assistance Programme – available to staff and their immediate family
- Membership of either of the following pensions schemes, including a generous employer contribution;
 - Teachers Pension Scheme
 - Local Government Pension Scheme
- Cycle to Work salary sacrifice scheme.
- Access to Teacher Perks (www.teacherperks.co.uk) offering great perks to staff in schools. The perks range from high street discounts to money off educational products and services from some great UK education suppliers.
- Reduced rates at local service providers.
- Occupational Health support.
- Recognition of previous maintained school or Academy continuous service.



The Application Process

Please download, complete and return the application form by the closing date specified. This can be emailed to the address below or sent by post to:

HR Department
Hinchley Wood School
Claygate Lane
Esher
KT10 0AQ

For further information please contact Heather Morey on 020 8398 7161 or via email hmorey@hinchleywoodschool.co.uk

We are committed to meeting our data protection obligations and for information on how we collect, use, share and store your data within the recruitment process please click [here](#)

Hinchley Wood School is committed to equal opportunities and to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Appointment to this post is subject to an enhanced check by the Disclosure and Barring Service (DBS).

