

Communications, Publicity and Marketing Brand Manager

Ellis Guilford School

Start Date: As soon as possible



**ELLIS
GUILFORD
SCHOOL**
*Creative
Education
Trust*



Dear Candidate

Thank you for your interest in the vacancy for Communications, Publicity and Marketing Brand Manager at Ellis Guilford School.

The Ellis Guilford School is a larger than average secondary school for children aged 11-16, recently achieving 'Good' Ofsted status in June 2023. We continue to grow and thrive and have a very clear mission, 'to ensure that children attending our school have a better chance of success than if they went to any other

school'.

The Ellis Guilford School joined the Creative Education Trust in 2019. Our network consists of 17 schools across the primary and secondary phases in the Midlands and Norfolk. The school benefits from a central trust team who provide support, ambition, and expertise.

The Ellis Guilford School is at an extremely exciting point in its journey. We believe that every child should receive an exceptional education with opportunities to succeed beyond their potential. To do this, we deliver a broad and balanced curriculum and a range of extra-curricular opportunities that support our children to become confident, independent and balanced individuals, with our school values of equality and integrity at their core.

Here at the Ellis Guilford School, we continually support our staff to develop through a high quality CPD programme including deliberate practice and live coaching. We have a range of in-school development opportunities to enhance your career including Teach Meets, Career Conversations, and our well-regarded Teacher Development Programmes.

We are looking for a team member who is committed to providing the very best for our children, whilst developing their skills to deliver on our clear vision.

You will be able to find a wealth of additional information about our school on our website www.ellisguilfordschool.org.uk, however if you'd like to discuss the role further, our HR team will be delighted to discuss this role with you. Please contact the HR team on hr@ellisguilfordschool.org.uk.

I look forward to receiving your application,

Yours sincerely,

Gemma Johnson
Principal

“ This is a school where everyone is given the chance to belong and succeed. ”
Ofsted 2023

You can find out more at:
www.creativeeducationtrust.org.uk

ABOUT CREATIVE EDUCATION TRUST



Creative Education Trust inspires and enables young people to build successful lives on foundations of learning, resilience and employability. We believe that a rewarding educational experience and the highest possible qualifications are the best way to ensure social mobility for young people.

Creative Education Trust is a growing multi-academy trust educating over 14,000 children in England. It was established in 2010 to work in England's post-industrial cities and coastal towns: areas of economic disadvantage and with a history of academic underachievement. We transform these schools by integrating a knowledge-rich curriculum with skills and creativity.

Creative Education Trust defines creativity as the ability to find connections between the things we know and turn these connections into new ideas and action. The academic arts and the sciences, practical subjects and life skills all need this creativity, and creativity is valued highly by employers. Our staff and expert advisers use imaginative methods for linking knowledge across subject boundaries, fostering personal development and resilience and developing practical skills that prepare students for their transition to adult life and employment.

Our Mission

To give every child in our schools the best possible start in life through excellent education and wide-ranging co-curricular opportunities



Our Vision

To send out into the world educated, creative, confident and responsible young people, who can succeed in their ambitions and make their communities better places

Our Values

Ambition

We are ambitious in everything because only the best will do

Excellence

We do not stop at 'good enough'

Creativity

We connect our knowledge in innovative ways

Resilience

When the going gets hard, we up our game and reach our goal

Inclusion

Every child and every colleague matters – we will work for and with them all

Respect

We value the ideas of others and make sure all voices are heard

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ABOUT ELLIS GUILFORD SCHOOL

We are a mixed secondary school, catering for children between the ages of 11 and 16 years, located in Old Basford, Nottingham.

Since November 2018 we have been part of the Creative Education Trust. This has enabled the school to rigorously pursue rapid improvement for the children we teach.

The school boasts many facilities and we strive to provide an inclusive and expansive education for all the children in our care.

Our on-site facilities include:

Sports fields including 5-a-side football pitches;

Multi-Use Games Area marked up for netball and football;

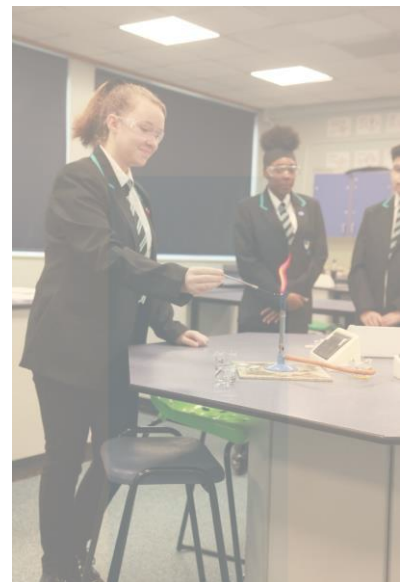
Astro Turf perfect for football;

Dance studio complete with sound system and mirrored wall;

Hall complete with a stage;

Interactive whiteboards in classrooms;

Modern and open-plan library with wide range of reading materials



Knowledge Connected

Curricular innovation through our 'Knowledge Connected' programmes promotes creative, integrated and pro-active thinking so that our students are equipped for the challenges of the 21st century

SUPPORT FOR OUR STAFF

We are committed to providing our academy leaders with the highest quality support and challenge to ensure that their schools excel and give our students the education they deserve.

Our Principals and Headteachers have a good deal of autonomy as school leaders within a framework developed collaboratively with our Director of Education and our Director of Standards and Primary Education.

Each of the Creative Education Trust's schools benefits from a comprehensive programme of support and challenge, including working with former HMIs.

Creative Education Trust places a strong emphasis on CPD for teachers and for senior and middle leaders. We run a regular programme of training events to improve teaching performance and provide focused management development and one-to-one coaching opportunities. We have an active cross-trust group on the Teaching Leaders programme and use Future Leaders and Teach First extensively.

We believe it is very important that each of our academies plans in such a way that financial and human resources are deployed to support their educational strategies fully. This is supported by our experienced Head Office team, who are available to advise on financial planning, audit, HR, legal and property matters either directly or by referral to our professional advisors.

Each of our Headteacher is a member of the Headteachers' Forum that meets regularly to help Creative Education Trust develop its ethos and strategy, and to share their professional expertise. As the network of Creative Education Trust schools grows, this forum has increasing value as a means of professional development and problem solving.

There are also several cross-group, phase leader and year-specific forums.



You can find out more at:

www.creativeeducationtrust.org.uk

COMMUNICATIONS AND MARKETING BRAND MANAGER

JOB DESCRIPTION AND PERSON SPECIFICATION

LOCATION

Ellis Guilford School, Nottingham

SALARY AND HOURS

Weeks per year: 52

Hours per week: 37 (8am – 4pm, Monday to Thursday, 8.00am to 23.30pm Friday)

Grade: NJC: Grade F POINTS 20-24. Actual Salary: £31,586 to £34,314 (depending on experience)

Accountable to: Principal

JOB PURPOSE

We are seeking a creative, strategic and driven Communications and Marketing Brand Manager to lead our school's digital presence and brand storytelling across multiple platforms.

This role will be responsible for developing and executing comprehensive marketing campaigns, managing all social media channels and driving engagement and growth through compelling, information content and targeted outreach.

The post supports admissions growth, strengthens community relations and ensures consistent, positive representation of the school across all digital and traditional platforms.

This post would suit someone who is outgoing, energetic and a confident communicator. The successful candidate will be able to connect with a diverse range of audiences, bringing warmth and authenticity.

KEY RESPONSIBILITIES

Social Media:

- Develop and execute a cohesive social media strategy aligned with our school goals and identity.
- Manage and grow the school's online presence across key platforms (e.g. Instagram, Facebook, LinkedIn, X, TikTok, YouTube, etc.)
- Schedule posts to ensure that the maximum target audience is reached.
- Create content regularly that celebrates the school and shares the work being undertaken with the wider community.

Key responsibilities – Marketing:

- Understand the Principal's vision for the school and alongside this:
- Create, schedule and publish engaging, high-quality content (text, image and video).
- Edit content provided by staff and other stakeholders to ensure it is suitable for consumption externally.
- Take photographs and capture video footage of school life in its widest sense to include in marketing materials.
- Plan and run digital marketing and information campaigns, including email marketing and social media projects.
- Identify opportunities for and create marketing campaigns that tackle the school's key priority areas.
- Seek out opportunities for school promotion.
- Organise and brand the school's events, including the overall look and feel of the school's presentation.
- Manage, maintain and update the school's prospectus in line with the Principal's vision.
- Take regular professional quality photographs of school life to use in marketing materials
- Take annual form group photographs to support the feeling of belonging in the school
- Take all other professional quality photographs as required
- Liaise regularly with the school's Community Hub Lead, driving the marketing strategy for this provision.

Key responsibilities – Wider Communication:

- Lead the content and design of the school's weekly briefing documents
- Create, Manage and Maintain the school's Expectations catalogue – including dissemination to all stakeholders.

You can find out more at:
www.ellisguilfordschool.org.uk

- Develop the schools use of the Management Information System to ensure communication is as proficient as possible.
- Ensure regular, clear, consistent and engaging communications with all stakeholders
- Create press releases, newsletters, blog content and other communications to strengthen our communication with all stakeholders.
- Monitor analytics and performance metrics relating to communication, preparing regular reports to the principal to inform future strategy.
- Respond to community interactions and engage with followers to build brand loyalty and trust.
- Respond to relevant parent queries in a timely and courteous manner, as appropriate or request responses from other members of staff
- Monitor the school's website regularly including quality assurance of it to ensure that it accurately reflects that which is being undertaken, ensuring compliance.
- Track newsworthy activities across the Academies and ensure they are promptly reported across all means of digital media (website, social media, digital signage, newsletter) – supporting staff to provide informative text and quality photos.
- Maintain all templates and files to comply with branding guidelines.
- Ensure efficient and effective communication between the schools' offices and parents/carers by email, text, and parent app, using the school's Management Information System (Arbor).
- Liaise with senior leaders, department heads and teaching staff on a termly basis to collate, publish and promote the timetable of extra-curricular activities and a schedule of performing arts and sporting events throughout the school year.

Key responsibilities – Management:

- Lead the schools' improvement in engagement over time via appropriate key performance indicators
- Lead the schools' planning committee to ensure the schools promotion, organisation and management of events.
- Support the schools' PTA to host events and support stakeholders.
- Lead the schools' stakeholder voice strategy to include regular parent and student voice opportunities.
- Lead the schools' diary room provision to ensure the voices of our children are regularly heard.
- Support the schools transition programme to effectively transition children from primary school to secondary school.
- Oversee the marketing of our school's diversity group; ensuring all children representing all backgrounds are seen and heard.
- Line Manage the schools' marketing, publicity and communications lead
- Lead the schools fundraising programme to ensure accurate and timely promotion.
- Act as the schools' Events Lead to ensure that all school events follow the expectations set by the Principal.
- Support the school to be GDPR compliant in all matters, liaising with and supporting the schools' GDPR officer.

General:

- To always maintain confidentiality including implementing data protection policies.
- To contribute positively to and support the overall aims and values of the school.
- To fully support the life and work of the school.
- Support the school's fire and emergency procedures by being familiar with the instructions for staff and children located in all teaching areas and taking appropriate action should the need arise
- To develop and maintain positive, constructive and effective professional relations with all staff, parents, advisors and support professionals, the local community and Governors
- Support the promotion of good attendance.
- Undertake other similar activities that may fall within the grade and scope of the post as directed by the Headteacher.

The duties may be varied to meet the changing demands of the school at the reasonable discretion of the Headteacher.

This job description is not necessarily a comprehensive definition of the post, and the post holder will be required to undertake other duties appropriate to the grade and character of the work as directed.

The job description will be reviewed at least once a year and it may be subject to modification or amendment at any time after consultation with the post holder.

You can find out more at:

www.ellisguilfordschool.org.uk

PERSON SPECIFICATION:		
	Essential	Desirable
QUALIFICATIONS	<ul style="list-style-type: none">Good English and Maths skills, preferably to GCSE Grade 3 minimum or equivalent.	<ul style="list-style-type: none">Degree or diploma in Marketing, Communications, Public Relations, Media, or a related field.Additional certifications in digital marketing, social media management, or graphic design (e.g., Google Digital Garage, HubSpot, CIM).
EXPERIENCE	<ul style="list-style-type: none">Previous experience in a marketing, communications, or social media role—ideally within an educational or not-for-profit environment.Experience managing social media platforms and content calendars.	<ul style="list-style-type: none">Experience with website content management systems (e.g., WordPress, Joomla).Familiarity with school admissions or community engagement.Experience in taking professional quality photographs.
KNOWLEDGE AND UNDERSTANDING	<ul style="list-style-type: none">Ability to relate well to children and adultsWork constructively as part of a team, understanding roles and responsibilities and your own position within these.	<ul style="list-style-type: none">Proficiency in using social media tools (e.g., Meta Business Suite, Hootsuite, Canva).Basic graphic design and video editing skills (e.g., Adobe Creative Suite, Canva, iMovie).Understanding of SEO, Google Analytics, and email marketing platforms (e.g., Mailchimp).Photography and videography skills are advantageous.
SKILLS AND PERSONAL ATTRIBUTES	<ul style="list-style-type: none">Excellent communication skills. Strong interpersonal, written and oral communication skills.strong attention to detail and creativity.Ability to work independently and collaboratively with staff, students, and parents.Strong organisational and time management skills.A proactive and positive attitude with a willingness to learn.	<ul style="list-style-type: none">Flexibility to attend school events outside of regular hours when needed.
EQUAL OPPORTUNITIES	A demonstrable commitment to supporting and promoting safeguarding, student welfare, equality and diversity	
SAFEGUARDING	A thorough understanding of up-to-date safeguarding requirements and best practice	
OTHER REQUIREMENTS	High expectations for every pupil and a proven track record of making a difference to the learning and experiences of pupils inside and outside the classroom.	
Creative Education Trust is committed to safeguarding and promoting the welfare of our children and young people and expects all staff and volunteers to share this commitment. The successful applicant will be required to undertake relevant safeguarding checks in line with Government safer recruitment guidelines.		

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