



*Connecting
Hackney and
Tower Hamlets
Schools*

Job Pack

East London Teaching School Hub Programme Coordinator (Communications, Events and Content)

Mulberry School for Girls
(Part of the Mulberry Schools Trust)



Welcome

Founded by Mulberry School for Girls on 1st May 2017, our Multi Academy Trust (MAT) is a flourishing collaboration of schools and partners with a focus on delivering high quality provision for local families in Tower Hamlets and East London.

We have a clear vision that all students who attend one of our schools leave us as highly qualified, confident and articulate young people with a wealth of experience. Our aim is to develop creativity, leadership and a life-long love of learning. This will enable our students to lead enriched, happy and fulfilled lives, making a contribution to their own community, to British society and to global well-being.

I enjoy seeing all of our dedicated and innovative staff teams work with each successive cohort of students to shape the culture and ethos of their schools so that each individual feels empowered and has the opportunity to contribute.

Dr Vanessa Ogden

Chief Executive Officer, Mulberry Schools Trust & Headteacher, Mulberry School for Girls



Background

Mulberry School for Girls is an 11-18 comprehensive community school—fully inclusive in all year groups, including the Sixth Form—with over 1400 students, close to Whitechapel and Shadwell in the London borough of Tower Hamlets.

The school's research-led approach gives teachers the opportunity to try out new approaches in the classroom.

Members of staff are able to access a range of high quality professional development, which ensures that they are consistently refining their practice in order to secure the very best outcomes for students. Many have postgraduate qualifications, and recently qualified teachers are encouraged to take on leadership opportunities.

In recognition of their cutting-edge approach and outstanding academic progress, Mulberry School for Girls was designated a Teaching School in 2012.

The DfE Teacher Recruitment and Retention Strategy, published in 2019, paved the way for the establishment of 87 geographically-focused Teaching School Hubs. As part of a competitive process, the school is delighted to have had their academic approach and record of excellent teacher development recognised through their designation as lead school for Hackney and Tower Hamlets schools the East London Teaching School Hub.

"There are no great schools without great teachers, and no other profession is as important in shaping the lives of the next generation" (Teacher Recruitment and Retention Strategy; DfE, 2019)

Delivering academic excellence

Despite being in one of the country's most deprived areas, students at Mulberry School for Girls now achieve well above national standards in all areas, proving that schools can overcome the attainment gap.

67%

of students achieving five passes at GCSE at 9-4 (2019)



84%

of students achieving five passes at GCSE at 9-4 (2020)

Average progress 8 score over 4 years

0.75

Record numbers of students went on to study at leading institutions:



Institutional Accolades

Mulberry School for Girls is consistently recognised for its sector-leading approach.



Bringing down barriers to success

Our shared background in providing for disadvantaged communities has inspired the Trust to build up a broad network of partnerships to aid and develop student experience, opportunity, drive and success. It is our belief that there should be no barriers to each child's future and that society should, and can, be a level playing field.



Partnerships with impact

Mulberry School for Girls' network of corporate and arts partners provide a rich extra-curricular experience:



The East London Teaching School Hub



Mulberry School for Girls was delighted to be designated by the Department of Education as the lead school for Hackney and Tower Hamlets Teaching School Hub (TSH) in February 2021. We are one of 87 TSHs across the country each responsible for its own geographical area.

There are no great schools without great teachers, and it is the role of Teaching School Hubs to provide the best quality professional development so teachers can be their very best!

Teaching School Hubs have five core responsibilities:

1. Delivery of the Early Career Framework (ECF)
2. Delivery of new and revised National Professional Qualifications (NPQs)
3. Delivery of Initial Teacher Training (ITT)
4. Providing Appropriate Body (AB) services for Early Career Teachers
5. Other Continuous Professional Development (CPD)

Over the last six months we have embarked upon an exciting start-up phase to ensure that we are ready to realise our ambition. As a result, we currently have over 500 Early Career Teachers and their mentors training with us on the Early Career Framework Full Induction Programme from 56% of all state schools in our geographical area and over 100 teachers and leaders enrolled on our National Professional Qualification programmes. We are working in partnership with four strategic local partners to deliver our Full Induction Programme and have over twenty facilitators from a range of local Hackney and Tower Hamlets schools collaborating with us to deliver our programmes.

We've got a lot of good news to celebrate and share, and we have a lot of programmes running which require careful coordination to ensure everyone working and training with us has the best quality experience. As a result, you will be joining the ELTSH team at an exciting and crucial time for our next stage of development and growth.

Our vision

We believe that we can change young people's lives because of the outstanding professional development we offer. Our mission is to deliver world-class professional development programmes for teachers at every stage of their career, which are expertly contextualised for colleagues working in the 176 schools in our geographical area.

Our vision is underpinned by the Mulberry Schools Trust's commitment to 'outstanding achievement for all' and is driven by Mulberry School for Girls' moral purpose – a desire to do more to improve the quality of education for all children and young people – and a commitment to schools working together to secure an inclusive, ambitious, collegiate and high-quality offer.

Drawing on the passion, expertise and capacity from across Tower Hamlets and Hackney, we want to equip teachers with the techniques, motivation and confidence they need to make a difference for every pupil in our region.

Using a place-based approach, we bring together experts from across East London who understand first-hand what the teachers and pupils throughout our community really need, ensuring our young people receive the best education possible.

We are dedicated to being better together through this collective approach, harnessing the best ideas, expertise and talent from across the area to continue improving outcomes for every pupil through exceptional teaching.

Our programmes enable every teacher to access excellent training and development opportunities to further build their skills, practice and understanding of teaching.

To find out more about East London Teaching School Hub, [click here](#).

You can also visit our website www.eastlondontsh.org and follow us on Twitter @EastLondonTSH and Instagram @eastlondontsh

The Role

As Programme Coordinator you will be responsible for the outward communication and marketing of the Teaching Hub's programmes, ensuring high levels of engagement with the local teaching community.

You will lead on the creation and publication of digital content, managing our output across Twitter, Instagram, LinkedIn, our own website, and e-newsletters. You will create multi-media campaigns that raise awareness of ELTSH, encouraging sign-up to our programmes so that all school leaders and teachers can be part of what we do.

You will have responsibility for delivering an exciting events programme, ensuring all activities are professionally executed, well-planned and enjoyable for participants, resulting in outstanding levels of participant satisfaction.

You will also receive full training to play a key role in supporting the Director of ELTSH in the financial management of the hub to ensure value for money.

What we're looking for

We are looking for a people-person who is energetic with a flair for creativity. We are keen to hear from people across a wide variety of personal and professional backgrounds, with a core focus in the following areas:

- An unshakeable belief that great teachers enable all students to succeed, and a commitment to delivering positive impact on student outcomes through the coordination of outstanding teacher development programmes.
- An ability to advise, create and produce content for outstanding engagement and communications campaigns for social media, print and publications, and online content.
- A compelling writing style with the ability to adapt your tone, style and register to assuredly match purpose and audience.
- Excellent attention to detail, with an ability to quickly spot and correct any content or language errors.
- An adaptive working style, with an ability to work with a broad range of internal stakeholders including senior leadership, finance, and admin teams.
- Proven ability to manage competing priorities in a fast-paced environment, with enthusiasm, speed and accuracy.
- An ability to learn, retain and apply new knowledge and keep up-to-date with a quickly evolving national policy landscape.
- A high-degree of computer literacy, with experience of using social media, a range of Microsoft packages, and of using and maintaining a database.
- Excellent interpersonal skills, listening skills and confident communication.
- Ability to work independently and creatively, to take the initiative and drive projects to completion.

Job Description

Job Title:	East London Teaching School Hub Programme Coordinator (Communications, Events and Content)
Reports to:	Director of the East London Teaching School Hub (ELTSH)
Place of Work:	Mulberry School for Girls (Lead school for East London TSH)
Salary scale:	NJC S02 (£34,689 - £35,949)
Duration:	Fixed Term (one year initially with the possibility of moving to a permanent contract)
Hours/Weeks:	35 hours per week (9.00 – 5.00) * Term-time only plus 5 weeks (we are open to applicants who want to discuss the possibility of an all year contract)

**There may be occasional adjustments to these hours depending on programme delivery activity. The postholder will be told in advance and TOIL will be agreed.*

Function of the post

The East London Teaching School Hub (ELTSH) Programmes Coordinator will design and implement a highly effective and strategic engagement and communications strategy that secures high levels of engagement from schools, teachers and leaders from across our TSH region.

The postholder will also be responsible for all Events Management, ensuring all activities are professional, well-planned and enjoyable for participants resulting in outstanding levels of participant satisfaction. The ELTSH Programmes Coordinator will also play a key role in supporting the Director of ELTSH in the financial management of the hub to ensure value for money.

Main Duties and Responsibilities

Engagement and Communications Management:

1. Develop an engaging social media strategy: plan and produce content for all of our social media accounts; establish and maintain relationships with other organizations and influencers via social media
2. Produce and maintain other marketing and engagement materials and events for Hub services including: a high-quality and accurate website; email campaigns, bulk mail campaigns, media engagement, regular newsletters and face to face events so that the Hub's reach and reputation is enhanced over time.
3. Promote ELTSH's services by networking with professional agencies and partnerships

4. Maintain an accurate CRM in order to target communications with maximum impact and reach
5. Liaise with ELTSH strategic leads to maintain regular communications with existing participants to ensure retention and high levels of participant satisfaction
6. Analyse the performance of our engagement and communications strategy and its impact in order to inform future strategy and to meet DFE reporting requirements on engagement and participant satisfaction

Events Coordination and Management:

1. Event co-ordination and management, including: large scale events, conferences, teacher development webinars and face to face sessions; working groups, consultation activity, production of documents and resources, data collection analysis, booking guest speakers, venue booking, organising catering, liaising with facilitators, strategic leads, venue hire, IT and technical support, meeting and greeting participants/visitors. Creating risk assessments for events when required.
2. Ensure all events are completed to a high professional standard and within budget.
3. Diary Management of all programmes and courses being delivered.
4. Collating and evaluating programme participant feedback. Supporting the Director of ELTSH in evaluating the impact of the work, primarily by tracking reach across Hackney and Tower Hamlets, collecting feedback and helping to coordinate Quality Assurance.
5. Lead on negotiation and procurement of video conferencing packages (e.g. Zoom) that offer best value for money and meet the needs of ELTSH teacher development programmes
6. Ensure the dedicated ELTSH training space is an appealing and professional learning environment.

Budget management:

1. Maintain a secure overview of all ELTSH financial matters and to ensure full compliance with DFE; lead provider and local partner grant and contractual obligations
2. Support the work of the Director of ELTSH and MSFG finance team by maintaining accurate financial records and systems that ensure:
 - a. income collection procedures are operating effectively and debt is minimised
 - b. all invoices are processed efficiently, accurately and in line with purchase orders and contractual agreements
 - c. all financial reporting deadlines and funding terms are met and to support with evidence gathering for auditing purposes.
3. Support the Director of ELTSH in planning and monitoring budgets on a monthly basis.

General Requirements:

1. Provide general administrative support to the Director of ELTSH including compiling evidence for Department for Education reporting cycles.
2. Schedule meetings and take minutes when required.
3. Work closely with the Director of ELTSH, ELTSH programme leads and administrators
4. Show commitment to the team and Trust, its inclusive ethos and equal opportunities for all in the school community, opposing strongly any form of discrimination
5. Safeguard and promote the welfare of pupils and to follow the child protection procedures adopted by Mulberry Schools Trust

6. Undertake any professional duties commensurate with the grade of the post

Person Specification

Qualifications and Experience

- A recognised relevant qualification, at Degree level, or equivalent experience in relevant field (essential)
- Experience of developing, delivering, and evaluating an engagement and communications strategy for maximum impact including experience of brand management and campaigns that celebrate the success and impact of our work. (essential)
- Experience of using and updating websites; writing and managing content for social media platforms (including Twitter, Instagram and LinkedIn) and writing and producing newsletters (using Mail Chimp or CRM software) for external audiences (essential)
- Highly competent in ICT including experience of using a range of Microsoft packages in particular use of Excel, and of using and maintaining a database (essential)
- Experience of organising in-person and virtual programmes and events for a range of 12–18-month programmes simultaneously including: scheduling of programmes and diary management; logistics (e.g. venue bookings and catering); regular professional communication with participants and programme facilitators; trouble-shooting issues that arise; arranging hospitality and ICT technical support; supporting with delivery of events (essential)
- Experience of prudent budget management and detailed tracking of income and expenditure on budget lines (essential)
- Proven ability to deal with a variety of simultaneous priorities with enthusiasm, speed and accuracy (essential)
- Experience of working in a school environment or the professional development education sector (desirable)

Knowledge and Skills

- Knowledge of best practice of social media usage for not-for-profit organisations (essential)
- Excellent written and oral communication skills with the ability to tailor communications effectively for different audiences and purposes (essential)
- Ability to work flexibly in a small team, managing multiple priorities and to deliver to deadline under pressure (essential)
- Excellent high-level administrative and organisational skills (essential)
- High levels of enthusiasm and creativity and the ability to process and synthesise new information at speed and with accuracy (essential)
- Excellent interpersonal skills, listening skills and confident communicator. (essential)
- Ability to work independently and creatively and to take initiative.

- Knowledge of Teaching School Hubs and Department for Education teacher development policy (desirable)

Personal Attributes

- Energised by the fast-paced and creative nature of the role
- Able to flex and adapt to new and emerging priorities at speed with a “can do” attitude
- Relish the challenge of seeing new projects through to the highest standard from start to finish
- A people-person who enjoys working with a range of different stakeholders
- A positive and professional ambassador for the work of ELTSH
- A confident, proactive, and friendly attitude who can also show discretion, sensitivity, and diplomacy
- Able to spot new opportunities and take initiative.
- Excellent accuracy and attention to detail and highly organised.

Candidates should demonstrate how they meet these selection criteria in their application form, their supporting statement and the selection interview, including supporting tasks.

People

- The post holder will be comfortable liaising with Headteachers, SLT, other Heads of Faculty/Department, Coordinators of Learning, relevant staff with whole school responsibilities, relevant non-teaching support staff, LEA staff, representatives of external bodies and parents, Trust executive services team.

Contacts and Relationships

- The post holder will work with a wide range of internal and external stakeholders.
- Some matters will be complex and sensitive and will require tact, persuasion and sensitivity.
- The postholder will need to develop & maintain customer relationships, ensuring excellent customer service & quality delivery

Decisions

- The post holder will make decisions that lead to the setting of standards and creation of new processes and procedures that have an impact on service delivery.

Resources

- The post holder will be responsible for large data sets and confidential data

Work Environment

- The post is based at Mulberry School for Girls
- The postholder will need to be willing to travel to various Hub events across the region

- The postholder will be an ambassador for the Hub at various regional & national events.

Equality, Diversity and Inclusion

- Adhere to the Trust's policies and ensure anti-discriminatory practice in all aspects of the role.
- Leadership at all levels approach with a responsibility for ensuring compliance with equality legislation in all aspects of work.

Safeguarding

- Have due regard for safeguarding and promoting the welfare of children and young people and to follow the MST child protection procedures.

Health and Safety

The Health and Safety at Work Act (1974) places duties on all employees:

- To take reasonable care for their own Health and Safety and that of other persons who may be affected by the individual's acts or omissions at work;
- To co-operate with management to enable them to carry out their duties and comply with all relevant Health and Safety legislation;
- Not intentionally nor recklessly to interfere with or misuse anything provided in the interests of health, safety or welfare;
- To assist management/leaders in preparing, implementing and updating all relevant risk assessments for their area of responsibility.

This job description is correct at the date of publication and may alter over time as the needs of the Trust change. The job description will be discussed as part of the Trust's appraisal policy and may be amended after discussion with the post holder. It has been compiled to allow the job to be assessed against the Trust Pay Policy and evaluated alongside the GLEA Job Evaluation scheme, adopted by the Trust.



How can I apply?

You will need to complete the online TES application form which includes your letter of application explaining why you are the perfect person for this rare and exciting opportunity. Please be aware that we can't accept any CV's for this post.

Please complete your application directly online via TES. If you have any questions about the role or the process, please get in touch with us at hr@mulberryschoolforgirls.org.

Closing Date: Wednesday 24th November 2021

Interview Date: Monday 29th November/ Tuesday 30th November 2021

Start Date: January 2022 or as soon as possible

The school is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. The successful candidate will require an enhanced DBS clearance. We are dedicated to equality and valuing diversity.

Candidates who are selected for interview will be informed following the shortlisting process and full details of the interview will be provided. If you do not hear from us within 14 days of the closing date of the position, unfortunately, you have been unsuccessful on this occasion.

We will seek references on shortlisted candidates and may approach previous employers for information to verify experience or qualifications before interview. Any relevant issues arising from references will be taken up at interview.

