



**Maiden Erlegh Trust
Job Description**

Role	Head of Marketing and Communications	School/Department	Shared Services
Grade	MET Grade 10 (£49,498-£54,706) (Pay award pending)	Reports to	Chief Executive Officer
Job Evaluation Code	CEN012_2024	Hours of work	37 hours per week Full Time

Purpose	<p>To drive the promotion of Maiden Erlegh Trust and its constituent schools by leading on the development and implementation of the Trust's Marketing and Communication strategy.</p> <p>To be responsible for the development, leadership and continual improvement of the marketing and communications function.</p> <p>To develop and lead the Trust's Marketing and Communications team.</p>
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Scope	Main contacts Executive Leadership team Headteachers, Business Managers, External Stakeholders	Staff responsibilities Marketing and Communications team	Financial accountability Marketing budget, agreed annually
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Main duties and responsibilities	<p>To drive the promotion of Maiden Erlegh Trust and its constituent schools by leading on the development and implementation of the Trust's Marketing and Communication strategy.</p> <ul style="list-style-type: none">• Undertake a lead role in the development of the Trust's marketing and communications strategy, providing insight and advice derived from wide ranging research, forecasting, evaluation and data analysis and taking into account the local and national context• Once developed and approved, lead the delivery and communication of the strategy, ensuring effective engagement with all stakeholders in the Trust, including our schools, their communities and shared services teams; and ensuring delivery is complementary to other strategies and priorities within the Trust and our schools• Systematically review all aspects of the strategies, including monitoring the results of all associated activities and measuring their effectiveness• Contribute to the development and delivery of other related strategies across the Trust (for example, the People Strategy, Sustainability Strategy, pupil recruitment strategies, Internal Communication Plan etc) <p>To be responsible for the development, leadership and continual improvement of the marketing and communications function.</p> <ul style="list-style-type: none">• Determine and implement an appropriate operating model and structure to support the delivery of a high quality, efficient and effective marketing and communications function across the Trust, incorporating a flexible approach to support changing needs and emergent priorities• Determine and recommend performance measures against which the performance of the function can be measured and reported to the Executive Leadership Team• Lead all aspects of the marketing and communications function, including the development, implementation and continual review and improvement of all processes and practices, which meet relevant statutory and best practice requirements. This includes:
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	<ul style="list-style-type: none"> ○ Branding – ensuring that the Trust has a strong and recognisable brand which articulates its vision and values in a compelling and distinctive way ○ Marketing – including the development of plans for specific projects and initiatives/campaigns, ensuring that they achieve their overarching objectives in an efficient and effective way ○ Public / media relations - proactive and reactive news handling, including crisis communications, so that all media work supports the development of a strong and positive media profile, protecting the Trust's reputation as necessary ○ Internal communications - so that all staff see themselves as part of the wider organisation and all staff are engaged in the delivery of the Trust's vision and values ○ External communications, including: <ul style="list-style-type: none"> ▪ social media - ensuring coherent, positive and engaging coverage ▪ Trust and school websites - ensuring consistent design and messaging and ensuring that they are optimised as key communication channels ○ Business development – identifying new strategic partnership and networks, including opportunities to generate income, including fundraising • Work collaboratively with other Shared Service leads within the Trust so that services are complementary, mutually supportive, efficient and designed to ensure the Trust's key priorities are met • Engage with the external Marketing and Communications professional community (both within and outside the education sector), developing and maintaining an up-to-date knowledge of the latest issues & developments, professional best practice and changes in any relevant legislation • Manage the Marketing and Communications delegated budget, ensuring maximum impact and value for money is achieved <p>To develop and lead the Trust's Marketing and Communications team.</p> <ul style="list-style-type: none"> • Lead the development and delivery of the Marketing and Communications team's annual plan, developing appropriate objectives, targets and key performance indicators in support of the achievement of the Trust's vision and values, and its strategic plan; monitoring and reporting on the fulfilment of the plan recommending appropriate action as necessary. • Recruit, lead, develop and manage the Marketing and Communications team, motivating team members to achieve high standards with a focus on efficiency and continual improvement, ensuring that effective induction and performance management arrangements are in place, identifying appropriate training and development opportunities, and ensuring that all relevant HR policies and procedures are undertaken <p>Other</p> <ul style="list-style-type: none"> • Plan and manage the delivery of special projects and flagship events as they arise from time to time (for example, significant set piece events) • Support the onboarding of new schools, including leading the organisation of activities with external stakeholders e.g., consultations, open events • Support the organisation and facilitation of the staff conference • Undertake all annual training as required <p>Line Management</p> <ul style="list-style-type: none"> • Manage and mentor members of the marketing and communications team • Undertake any associated line management tasks as may be required • Ensure compliance with all employee-related policies and procedures, seeking support from the People and Culture team where necessary
Other requirements	The postholder will also be required to undertake any other duties commensurate with the role as directed by the Chief Executive Officer.



Structure chart



The Trust retains the right to implement changes in job descriptions and person specifications to reflect changes in the demands of the post. Where this is necessary this will be done in consultation with you.

Maiden Erlegh Trust is committed to having the highest expectations of pupil/students and staff and supporting everyone to reach their full potential. All employees of the school and Trust are expected to share these commitments. All posts require satisfactory employment checks and references and a satisfactory enhanced Disclosure and Barring Service check. All Leadership roles will require a Section 128 check.

Maiden Erlegh Trust Person Specification

Role	Head of Marketing and Communications	School/Department	Shared Services
Grade	MET Grade 10	Job Evaluation Code	CEN012-2024

Qualifications, training and education	<ul style="list-style-type: none"> • Good first degree or equivalent • Professional qualification in marketing (Desirable)
Experience	<p>KNOWLEDGE/EXPERIENCE</p> <ul style="list-style-type: none"> • Comprehensive knowledge and experience of marketing, communications and public relations functions • Experience of providing communications advice in a complex environment • Knowledge and understanding of online communications including social media and appropriate use within a marketing & communications and education context • Demonstrable experience of developing, implementing and monitoring marketing and communications strategies and plans • Demonstrable experience of developing websites that meet the needs of the audience • Experience of developing income generation and fundraising plans • Sound communications and media relations knowledge • Experience of close working with senior leaders • Sound financial / budget management knowledge and experience <p>LEADERSHIP AND MANAGEMENT</p> <ul style="list-style-type: none"> • Experience of leading a marketing and communications professional function and service • Experience of recruiting, managing and developing a multi-disciplinary team, in accordance with HR policies, including the direct and indirect line management of staff to achieve objectives • Ability to inspire, motivate and lead a team of professionals, challenging constructively <p>ANALYSIS, CREATIVITY AND PROBLEM SOLVING</p> <ul style="list-style-type: none"> • Evidence of innovative thinking and approaches to strategic challenges • Ability to present advice to a senior audience • Considers various perspectives and the overall picture; solves problems and develops plans successfully • High level analytical, negotiating and influencing skills • Ability to improve services through innovation • Ability to work and lead flexibly, to meet the changing needs of an organisation <p>COMMUNICATION</p> <ul style="list-style-type: none"> • High level communication and inter-personal skills • Credibility and gravitas to act as the Trust's spokesperson when required. • Excellent writing skills • Ability to work with and build networks with senior colleagues and stakeholders, within and external to the Trust • Excellent influencing, negotiating, networking and collaborative skills • Ability to identify and use appropriate methods of communication to communicate sensitive, complex or difficult information appropriately <p>IT/APPLICATIONS</p> <ul style="list-style-type: none"> • Strong IT skills including the use of presentational tools and electronic communications tools • Appreciation of evolving technologies and their application in relation to the media and internal communications <p>PLANNING AND ORGANISING</p>

	<ul style="list-style-type: none"> • Ability to plan and prioritise work over a significant period as well as deliver ad-hoc project work • Experience of delivering on numerous complex projects, including the ability to meet and manage competing deadlines • Able to work systematically, efficiently and accurately <p>MOTIVATION</p> <ul style="list-style-type: none"> • A proactive approach to work • A record of successful performance at an appropriate level of responsibility • Sets and meets objectives and standards on own initiative (i.e. without undue supervision) • Committed to all aspects of the job and to continuous self-development • Reliable, honest and committed to maintaining confidentiality <p>TEAMWORK</p> <ul style="list-style-type: none"> • Flexible, co-operative, helpful and collaborates well • Self-aware • Respects ideas and expertise of others • Appreciates own strengths and weaknesses <p>RESPONSE TO CHANGE</p> <ul style="list-style-type: none"> • Keeps abreast of developments and contributes effectively to planning and implementation of change <p>Desirable Criteria:</p> <ul style="list-style-type: none"> • Knowledge of UK education sector • An insight into the needs and priorities of staff, parents and pupils in primary, secondary and specialist provision
Requirements specific to the role	<p>The Trust is committed to safeguarding, equality and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.</p> <ul style="list-style-type: none"> • All Support Staff posts within the Trust are subject to a six-month probationary period • This post is subject to an Enhanced Disclosure and Barring Services (DBS) check • This post is exempt from the Rehabilitation of Offenders Act (1974) – applicants must be prepared to disclose all criminal convictions and cautions including those that would otherwise be spent under the Act.