

POST TITLE: Communications & Engagement Manager	GRADE: 11
RESPONSIBLE TO: CPO	

Purpose of role:

The Communications and Engagement Manager will lead and deliver a clear, compelling communications and engagement approach that strengthens internal connection, builds pride and belonging, and presents the Trust positively to external audiences.

Reporting to the Chief People Officer, this role combines strategic leadership with hands-on delivery. The postholder will act as the Trust’s brand guardian, ensuring consistent, human and values-led communication across internal and external channels, digital platforms, marketing activity and external PR.

The crucial aim of the role is to increase engagement internally and to market the Trust externally in a positive, authentic and confident way, supporting recruitment, retention, reputation and community trust.

Principal Accountabilities:

Internal Communications and Engagement

- Develop and deliver a Trust wide internal communications and engagement strategy that supports clarity, connection and two-way dialogue.
- Ensure staff feel informed, listened to and proud of the Trust, using clear, jargon free and accessible communication.
- Lead and manage internal communication channels (e.g. staff briefings, newsletters, digital platforms, campaigns).
- Work closely with the Chief People Officer and senior leaders to communicate priorities, change and key messages in a timely and supportive way.
- Support engagement initiatives such as “you said, we did” campaigns, staff recognition and Trust wide events

Brand, Marketing and Digital Channels

- Act as brand guardian for the Trust, ensuring a consistent tone, visual identity and narrative across all schools and services.
- Lead the Trust’s marketing and digital presence, including website content, social media channels and digital campaigns.
- Work with central teams to feed into the digital roadmap, strategy and infrastructure improvements.
- Create compelling, people centred content that showcases the Trust’s impact, culture, values and ambition.
- Support recruitment and talent attraction activity through strong employer branding and positive storytelling.
- Ensure marketing activity is purposeful, measurable and aligned to Trust priorities.

External Communications and Public Relations

- Lead external communications and PR activity, including press releases, media engagement and stakeholder communications.
- Build and maintain positive relationships with media outlets, partners and key external stakeholders.
- Support reputation management and contribute to crisis communications planning alongside the Executive Team.
- Ensure external messaging reflects the Trust’s values, educational mission and commitment to its communities.

Leadership, Delivery and Team Management

- Lead, develop and manage a small communications and engagement team, balancing strategic direction with operational delivery.
- Set clear priorities, expectations and workflows, ensuring high quality outputs and timely delivery.
- Be highly visible and approachable, working closely with schools and central teams to understand needs and provide practical support.
- Manage budgets, contracts and suppliers related to communications and marketing activity

Strategic Contribution

- Contribute to Trust wide strategy through insight led communications that support engagement, culture and organisational effectiveness.
- Use data and feedback (e.g. engagement surveys, analytics) to continually improve communication and engagement approaches.
- Support the Executive in strategic initiatives including:
 - Parental Engagement
 - Pupil recruitment / attraction
 - Community engagement
 - Trust Growth

General:

- The post-holder will be expected to exemplify the trust values of Respect, Opportunity, Collaboration and Aspiration and demonstrate trust behaviours as outlined in “The Futura Way”.
- The post-holder will be expected to undertake any appropriate training provided by the Trust to assist them in carrying out any of the above duties.
- The post-holder will be expected to contribute to the protection and welfare of children and young people, as appropriate, in accordance with any agreed policies and/or guidelines, reporting any issues or concerns to their immediate line manager.
- The post-holder will be required to promote, monitor and maintain health, safety and security in the workplace. To include ensuring that the requirements of the Health & Safety at Work Act, COSHH, and all other mandatory regulations are adhered to.
- An Enhanced Disclosure with the Disclosure and Barring Service (DBS) will be undertaken before an appointment can be confirmed. The successful candidate will be required to disclose all convictions and cautions, including those that are spent; the exception being certain, minor cautions and convictions which are ‘protected’ for the purposes of the ‘Exceptions’ order. <https://www.gov.uk/government/collections/dbs-filtering-guidance> ‘

This job description only contains the main accountabilities relating to the posts and does not describe in detail all of the duties required to carry them out. The post holder may be required to undertake other duties and responsibilities that are commensurate with the nature and level of the post.

Futura Learning Partnership is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Your suitability to work with children and young people will form part of the selection process. For this post prior to appointment, Futura Learning Partnership will apply for an enhanced disclosure certificate from the Disclosure and Barring Service.

Person Specification	Essential (E) or Desirable (D)
Education/Qualifications	
Degree educated (or equivalent experience)	E
Recognised level 5 qualification (or equivalent) in Marketing / PR / comms field	E
Experience	

Significant experience in communications, engagement, marketing or PR roles, ideally within education or a values led organisation.	E
Proven ability to balance strategic thinking with hands on delivery in a fast-paced environment.	E
Strong writing and storytelling skills, with the ability to adapt tone for different audiences.	E
Experience managing digital platforms, social media and content creation.	E
Experience working in a multi academy trust or complex, multi site organisation.	D
Experience supporting organisational change through effective communication.	E
Experience leading and developing a small team.	D
Strong relationship building skills and confidence working with senior leaders	E
Behaviours	
Ability to demonstrate the behaviours outlined in the Futura Way	E