

### Job Description

<b>Post:</b>	Communications Manager
<b>Pay Scale:</b>	Grade 9
<b>Responsible to:</b>	Chief Information Officer
<b>Main Location:</b>	STOCCAT Central Office with travel to other sites

### Main Duties

- Lead the development, implementation and continuous review of the Trust-wide communications & engagement strategy, ensuring alignment to Trust priorities and values.
- Provide strategic leadership for all internal and external communications across the Trust, ensuring consistency, clarity and impact across schools and central functions.
- Oversee and manage the Trust's brand identity, ensuring high-standards of presentation, accuracy and consistency across all communications and stakeholder touchpoints.
- Lead the planning and delivery of high-quality communications campaigns to support Trust priorities, including school improvement, recruitment, innovation, safeguarding awareness and stakeholder engagement.
- Provide advice and guidance to Headteachers, senior leaders and central teams on communications, media relations, messaging and reputational risk.
- Act as the Trust's lead for media relations, including proactive engagement and managing press enquiries.
- Manage and develop the Trust's digital communications channels, including the STOCCAT website, social media platforms and digital publications, ensuring content is engaging, accessible and regularly updated.
- Set and oversee the strategic direction for Trust websites and digital presence, ensuring it reflects the Trust's vision and supports recruitment, engagement and reputation.
- Lead on crisis and critical incident communications, ensuring timely, accurate and sensitive messaging in line with Trust procedures.
- Develop and maintain communication protocols to support schools during incidents, ensuring consistency and safeguarding considerations are prioritized.
- Oversee internal communications to ensure staff across all schools are well-informed, engaged and connected to Trust priorities.
- Design and implement stakeholder engagement strategies, including communication with parents, pupils, governors, partners and the wider community.
- Monitor, evaluate and report on the impact of communications activity, using data and analytics to inform continuous improvement.
- Lead the creating of Trust publications, reports and key messaging materials for internal and external audiences.
- Line manage and/or coordinate communications staff, providing direction, support and professional development.
- Work collaboratively across all Trust functions (operations, information, performance) to ensure communications effectively support organizational priorities.

- Support recruitment and marketing activity through the creation of compelling employer branding and promotional materials.
- Ensure compliance with data protection, safeguarding and statutory communication requirements, including website compliance.
- Contribute to the wider work of the Information/central team in delivering Trust priorities, KPIs and objectives.

### **Professional standards and development**

- Take responsibility for and participating in continuing professional development.
- Be a role model to students through appropriate personal presentation and professional conduct.
- Support all the School's policies and ethos.
- Establish effective working relationships with professional colleagues both in school and as part of the school's learning community and network.
- Responsible for the health, safety and welfare of self and colleagues in accordance with the School's Health and Safety policies and procedures and current legislation.
- Reflect on own professional practice.
- Take responsibility for and participating in continuing professional development.

### **Continuing professional development and formation**

- Undertake any necessary professional development as identified, taking full advantage of any relevant training and development available.
- Maintain a professional portfolio of evidence to support the Performance Management/Appraisal process - evaluating and improving your own practice.

### **General Responsibilities**

- Attend and participate in staff meetings, training, and briefings as appropriate.
- Be aware of, and comply with all Trust policies and procedures, particularly those relating to child protection, health, safety and security, financial management, confidentiality, and data protection.
- Contribute to the overall ethos, work, and aims of the Trust.
- Commitment to the principle of working collaboratively with other schools within the St Teresa of Calcutta Catholic Academy Trust.

*These duties are neither exclusive nor exhaustive, and the postholder will be required to undertake other duties and responsibilities, which the Trust may determine. Please note that the successful applicant will be required to comply with all Trust Policies.*

*The Trust is committed to the safeguarding and promotion of the welfare of all children and young people in our care. Applicants must be willing to undergo an enhanced Disclosure and Barring Service check and overseas police checks (where applicable). Please see STOC's Safeguarding and Recruitment Policies for further details. All staff have a key role and responsibility in this area and will be subject to an Enhanced Disclosure check. An online search will be performed on all shortlisted applicants in accordance with the Trust's safeguarding procedures and Keeping Children Safe in Education statutory guidance.*

*It is the practice of this Trust to periodically examine employees' job descriptions and to update them to ensure that they relate to jobs as they are being performed, or to incorporate whatever changes are being proposed. It is the Trust's aim to reach agreement on any alterations.*

*The Trust is committed to welcoming individuals regardless of age, disability, ethnicity, faith, gender identity, sexual orientation or marital status or whether you are pregnant or on parental leave or from a socio-economic background. We welcome applicants from all communities and from people that identify with those characteristics.*

<b>Person Specification</b>		
<b>Key E</b> Essential, <b>R</b> References, <b>I</b> Interview, <b>C</b> Certificate, <b>D</b> Desirable, <b>A</b> Application		
	<b>Essential / desirable</b>	<b>Evidence</b>
<b>Qualifications</b>		
Degree or equivalent professional qualification in communications, marketing, media or related field (or significant relevant experience)	Desirable	A/C
Evidence of ongoing CPD in communications, marketing or digital media.	Essential	A/C
Professional qualification e.g. CIM, CIPR	Desirable	A/C
GCSE English and Mathematics at Grade A*- C, or GCSE Level 4 - 9, or a Level 2 qualification in Literacy and Numeracy or CSE Grade 1 in English and Mathematics or equivalent	Essential	A/C
Full driving license and/or ability to travel across Trust sites	Essential	A/I
<b>Knowledge &amp; Experience</b>		

Extensive experience in communications, marketing or PR ideally within education, public sector or not-for-profit	Essential	A/I
Proven experience of developing and delivering communication strategies across a multi-site or complex organisation	Essential	A/I
Experience of managing digital channels e.g. website, social media campaigns and improving engagement	Essential	A/I
Experience of writing and editing high-quality content for a range of audiences	Essential	A/I
Experience of media relations and handling sensitive communications issues	Essential	A/I
Experience of leading communications during incidents or reputational risk situations	Essential	A/I
Experience of working with senior leaders and providing strategic advice	Essential	A/I
Experience in a multi-academy trust or education setting	Desirable	A/I
Experience of line management or leading a communications function	Desirable	A/I
<b>Technical Skills &amp; Ability</b>		
Excellent written and verbal communication skills	Essential	A/I
Strong ability to translate complex information into clear, engaging messages	Essential	A/I
High-level of digital skills including CMS, social media platforms and analytics tools	Essential	A/I
Ability to manage multiple priorities and deliver to deadlines	Essential	A/I/R
Strong project management and organisational skills	Essential	A/I/R
<b>Special working conditions</b>		
Full driving licence and access to own car with business insurance or ability to travel to different sites	Essential	A/I/C
Willingness and ability to work at different sites	Essential	A/I
<b>Personal characteristics</b>		
Demonstrates personal and professional integrity	Essential	A/I
Strategic thinker with ability to influence senior stakeholders	Essential	A/I

Highly organized with attention to detail	Essential	A/I/R
Flexible and dedicated approach to work	Essential	A/I/R
Commitment to Safeguarding and protecting the welfare of children and young people	Essential	A/I/R
Commitment to equality and diversity	Essential	A/I
Commitment to good attendance at work	Essential	A/I/R
Commitment to continuing professional development	Essential	A/I/R

