

# Briefing Pack for Applicants Communications & Marketing Administrator



The school is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.

**The school will undertake stringent and rigorous checks of identity and qualifications to ensure that we maintain the very highest standards of child protection for our students.**



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**May we take this opportunity to thank you in anticipation of your application. If, however, you have not heard from us by the proposed date for the interview you should assume that on this occasion your application has not been successful. In that event we wish you every success in any future applications you make.**

## Section 1: Post Advertisement

<b>Post:</b>	<b>Communications &amp; Marketing Administrator</b>
<b>Location:</b>	<b>High Storrs School</b>
<b>Pay scale:</b>	<b>NJC Grade 4, Point 7: £24,294 to 12: £26,421 per annum</b>
<b>Actual</b>	
<b>Annual Salary:</b>	<b>£21,967.71 to £23,891.03 (under 5 years of service)</b>
<b>Contract:</b>	<b>Permanent, 37 hours per week x 41 working weeks</b>
<b>Start date:</b>	<b>As soon as possible</b>

Minerva Learning Trust is an expanding Sheffield based multi-academy Trust with a vision of providing outstanding education for all the students within our schools. The Trust is passionate that all students should see their time at school as happy and fulfilling with their potential developed to the utmost. High Storrs School joined the Trust in March 2018.

High Storrs is a high-performing 11-18 secondary school on the South Western outskirts of Sheffield that has benefitted from a £27m refurbishment of our Grade II listed building. Serving a multi-cultural learning community with high expectations and high aspirations, we are an over-subscribed school.

Required as soon as possible, we are seeking to appoint a hard-working and highly organised individual to undertake the important role of Communications & Marketing Administrator.

**The closing date is at 9am on Monday 23 September 2024 with interviews to take place week commencing 23 September 2024.**

The Trust is committed to safeguarding and promoting the welfare and safety of children and young people and expects all staff to share this commitment, further information can be found in our child protection and safeguarding policy on our statutory information page on our website Minerva Learning Trust. The successful candidate will be required to complete an Enhanced Disclosure and Barring Service (DBS) check. In line with KCSIE, the trust/school will be carrying out online searches on shortlisted candidates as part of their due diligence.

Further information is available by contacting Rachel Farthing (PA to the Headteacher) via email [recruitment@highstorrs-mlt.co.uk](mailto:recruitment@highstorrs-mlt.co.uk) or telephone 01142670000.

The application form and information pack is available on the school website <https://highstorrs.co.uk/our-school/vacancies> **Please ensure that you do not fill in a Sheffield City Council application form in respect of this vacancy, *ONLY MINERVA LEARNING TRUST APPLICATION FORMS WILL BE ACCEPTED.*** Please provide telephone numbers and email addresses for yourself and referees.

## Section 2: Letter from the Chief Executive – Bev Matthews

Dear Candidate,

Thank you for your interest in this role within Minerva Learning Trust. Minerva Learning Trust was established in October 2014 with the vision of providing outstanding education for pupils who are from a wide variety of backgrounds across the city of Sheffield. During 2017-18 the Trust expanded and brought together four secondary schools across Sheffield to create a new partnership of schools which supports the education of over 5000 pupils. In September 2020, Chapelton Academy joined the Trust and enhanced the post-16 provision within the Trust in the north of the city and in September 2021, we were delighted that Woodthorpe Community Primary School became the first primary school to join the Trust. We resolutely believe that we are stronger together and that each school within the MAT has individual strengths and we celebrate the diverse and unique qualities of each particular school.

As a Trust our mission, vision and values are central to our work and are the driving force behind all that we do. Our vision of Outstanding Together, Working Together and Learning Together is underpinned by our core values of Inclusion, Independence, Respect and Success. Through our values we foster an ethos of collegiality, we ensure inclusion is at the heart of all we do and we work hard to ensure that every child succeeds, no matter what their background or circumstance.

We recognise that the commitment and care shown by all our staff is fundamental to the success of our young people. As such, we work hard to ensure that staff are supported, encouraged, developed, respected and listened to within an enjoyable and rewarding working environment. Our culture is one of professional trust, respect, honesty and integrity and we want our staff and students to work and learn within an environment that enables them to flourish and to work at their best.

The professional development of staff, including opportunities for research, is a key priority of Minerva Learning Trust. As such, we seek to enrich employee capability and maximise the strength and contribution of each individual who works with us. The Trust believes in investing in the learning and development of its employees through a range of opportunities which are aligned to the needs of the organisation and its young people.

This is an exciting opportunity to join the Trust. If you choose to apply you will be choosing to work alongside a team of dedicated professionals who passionately believe in the power of education to change the life chances of young people.

If you believe you have the experience, skills and ambition to support our aims and contribute to the delivery of the very best for our pupils then we look forward to receiving your application.



Bev Matthews  
**Chief Executive Officer**

### **Section 3: Letter from the Headteacher – Claire Tasker**

Thank you for your interest in this role and in our school. High Storrs is a very successful high-performing 11-18 comprehensive school in the southwest of Sheffield that has benefitted from a £27m refurbishment of our Grade II listed building. We are a large and happy school with 1697 students (483 in the Sixth Form). Serving a multi-cultural learning community with high expectations and high aspirations, we are an over-subscribed school and are part of the Minerva Learning Trust.

We are most proud of our excellent exam results. In summer 2024 students both attained highly and made outstanding progress from a wide range of starting points at GCSE and A level. Our outcomes for many measures at GCSE and A level are the strongest or amongst the strongest in the city. However, we also take great pride in all the other successes and efforts of our students and staff – the school productions, the dance and music performances, the staff panto, sporting endeavours, Pride events, charity events and all the times that members of the wider community comment on the decency and kindness of members of our school.

High Storrs is a happy, creative, focused and aspirational community that is built on the strong foundations of our broad curriculum, our inclusive ethos, our highly qualified and knowledgeable staff and our enthusiastic students. The beautifully refurbished old building is symbolic of our tradition and the multitude of alumni proud to have attended High Storrs. Our new building, full of excellent facilities, is symbolic of our bright future as a school that marries academic success with the education of the whole child.

A great deal of this success is down to the pastoral care and support at High Storrs School. Our House System really helps our youngest students to settle and, as they grow, to thrive. Our Houses celebrate the successes, challenge the mistakes and support the learning. The House teams all appreciate the power of partnership with parents and carers and of open communication. Support and care are equally important for all members of staff. We have a well-developed CPD programme at High Storrs that is now supported further by the growing CPD offer from the Trust. Wellbeing is also rightly high on our agenda. We have clear well-being principles in place that guide our work in school and an annual action plan full of suggestions made by staff.

Every day at High Storrs starts with either form time in a vertical (i.e. mixed age) form linked to a House or in a Year 12 or Year 13 form. The day may start with an assembly or a 'form discussion' about current affairs, the power of sleep, understanding stress or our all-important High Storrs 'Attitude to Learning' and learning behaviours for success. Then students are off to study a myriad of subjects (a much wider choice for GCSE and A level than many schools) before lunch in the deli bar, sandwich room, dining room or outside. This is mostly followed by clubs and fresh air! There are two more one-hour lessons in the afternoon before formal lessons end at 2.55 pm and sport, dance, music, drama, art, STEM and other extra-curricular activities or CPD begin. It is always a full day for staff and students at High Storrs School!

I look forward to receiving your application,

Claire Tasker



## Section 4: About High Storrs

### OUR ETHOS

We welcome everyone and pride ourselves on our inclusive practice. Combined with this, we deliver academic success, specialisms in Maths and Computing and Performing Arts and a wide range of extra-curricular activities.

Our students are treated with respect and are expected to respect school rules and each other. This enables everyone to enjoy a positive working environment where the most productive learning can take place.

Our school-wide values statement was written following a consultation with over three hundred stakeholders – amongst them parents, students, staff and governors. It articulates the positive attributes and characteristics we expect from, and see on a daily basis in, our community: **We are High Storrs. We are here to learn, succeed and thrive. We are respectful, safe and responsible.** This language is seen around our school and used in and out of lessons. This language is articulated to students to express what we want from our community.



### ABOUT US

We are firmly committed to a holistic approach that combines academic delivery with strong pastoral support. We place a high value on maximising all opportunities for learning providing exceptional development opportunities in a supportive and forward-thinking culture. In March 22 we had an ungraded Ofsted inspection that confirmed the school was 'Good' by Ofsted. The report states that 'pupils thrive in this highly ambitious and warmly supportive school'.

Our school website [www.highstorrs.co.uk](http://www.highstorrs.co.uk) will provide further details about our curriculum and more (including the full Ofsted report). You will also be able to read our school action plan and understand our priorities for this year and beyond. Our action plan is inspired by our 'five keys to success' and the notion of unlocking the potential in every student and member of staff. The High Storrs blogs and social media accounts will give you a further flavour of school life!

We look forward to your application and thank you for your interest in our school.

## Section 5: Job Description



# Minerva Learning Trust Job Description



**Minerva Learning Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.**

<b>POST TITLE</b>	Communications & Marketing Administrator
<b>GRADE/SALARY</b>	NJC Grade 4, point 7 to 12
<b>HOURS/WEEKS</b>	37 hours per week x 41 weeks per year
<b>LOCATION</b>	High Storrs School
<b>RESPONSIBLE TO</b>	Admin Team Leader
<b>RESPONSIBLE FOR</b>	N/A
<b>PURPOSE OF THE JOB</b>	To ensure effective communications, marketing and publicity, via a range of media, across the school and beyond. Provision of administrative support.
<b>RELEVANT QUALIFICATIONS</b>	Minimum NVQ Level 2 or equivalent qualification in relevant field Excellent numeracy/literacy skills; Maths and English at GCSE (Grade 4 or above) equivalent to NVQ Level 2 in English and Maths (Grade 4 GCSE)

### **SPECIFIC DUTIES AND RESPONSIBILITIES**

The post-holder, must at all times, carry out his/her duties and responsibilities within the spirit of Minerva Learning Trust and School policies and within the legislative framework applicable to academies.

## **MAIN DUTIES**

### **COMMUNICATION, MARKETING & ADMINISTRATION**

- Produce high-quality marketing and promotional materials for the school (including local advertising and the press).
- Facilitate the promotion of key school events such as open evenings, celebration evenings, events and assist with the organising in conjunction with the Administration Team and Student Support Assistants.
- Arrange and facilitate student photograph sessions annually.
- Develop and maintain the content of the school's electronic communications e.g. digital displays, school website and MLE.
- Working with the leadership team and others, promote all aspects of the school including proactive message placement through press releases and wide use of social media (Facebook/Twitter etc). Establish positive relationships with representatives from local media channels to enhance the reputation and profile of the school.
- Manage and further develop the school's alumni network (including website and email communications) and their support of and involvement in key aspects of school life. Maximise the information sharing and engagement with the school
- Promote the use of the school buildings and facilities through promotion, publicity and marketing materials, including the school website.
- Establish a positive relationship with the Trust Central Communication lead, to share best practice, enhance own knowledge and gain support as required.
- Arrange and facilitate the promotion of any voluntary or community events or fund-raising activity.
- Under the direction of the Admin Team Leader, provide a high-quality administrative service to all students, staff, parents and visitors to the school as required.

### **MARKETING & PUBLICITY MATERIALS**

- Produce and distribute the school's marketing materials for regular activities and one-off events as required including stationery, flyers, mail-merges, press releases, advertising, website updates, banners, announcements for events.
- Facilitate the production of any marketing materials including but not limited to the school prospectus, ad hoc newsletters and direct marketing activities.
- Produce high quality photographs, and videos to enhance publicity materials. (Including after school events and exam results days).
- Co-Ordinate marketing-based communications with prospective and existing parents including school newsletters, school and parental calendars.
- Ensure the alumni community are kept up-to-date and engaged with the school
- Production, maintenance and circulation of the in-house school briefing notes and weekly bulletins.
- Adhere to the clear processes for producing, authorising and using publicity and marketing materials (including GDPR).
- In conjunction with other members of staff, produce mementos and brochures (e.g. Y11 and Sixth Form end of year book, school production brochures)

### **MAINTENANCE OF THE WEB SITE, THE MLE & ARCHIVE**

- Maintain and develop the school website and MLE, as requested.
- Populate, update and maintain the school website and MLE with new and appropriate material as requested.



- Update the news pages and folders on the sites as requested.
- Provide support for the implementation of resources on the MLE.
- Oversee the day-to-day housekeeping of the website and MLE including appropriate, compliant and up to date content.
- Assist in the ongoing development of the school web site to ensure consistency with the established marketing for the school.
- Facilitate the issue and removal of passwords for website administration.
- Work with others to maintain the school archive and use, where appropriate, materials from the archive to celebrate the school and engage alumni.
- Undertake annual internal audit of the school website to ensure website compliance.

### **DISPLAYS**

- In conjunction with other Support Staff, ensure internal displays are of a high standard, assist in the production of materials, headings and pictures etc. for these displays.
- Assist with the provision and maintenance of signage for all events in school e.g. parents' evenings, open evenings etc.

### **DIGITAL DISPLAY SCREENS**

- Maintain the content on the digital display screens across the school by proactively seeking information from staff for content.
- Ensure that these display screens are regularly refreshed and updated.
- Use the digital display screen software to its maximum potential as a communication media.

### **EVENTS**

- Encourage school involvement in and enable the school to play a more active part in the community by successfully planning and organising events, fayre's or fund-raising opportunities.
- Arrange and facilitate the promotion of any voluntary or community events or fund-raising activity.

### **SAFEGUARDING**

- To be aware of and work in accordance with the school's child protection policies and procedures in order to safeguard and promote the welfare of children and young people and to raise any concerns relating to such procedures which may be noted during the course of duty.

### **OTHER SPECIFIC DUTIES**

- To play a full part in the life of the school community, to support it's mission and ethos and to encourage staff and students to follow this example.
- To actively promote the school and Trust's policies.
- To be courteous and provide a welcoming environment.

## **GENERAL**

1. To be aware of, and comply with, Trust and school policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.
2. The above duties are not exhaustive and the post-holder may be required to undertake tasks, roles and responsibilities as may be reasonably assigned to them by the Headteacher and Local Governing Body.
3. This job description will be kept under review and may be amended via consultation with the individual, Headteacher and Local Governing Body as required. Trade Union representatives will be welcome in any such discussions.

## Section 6: Person Specification



# Minerva Learning Trust Person Specification



**Post title: Communications & Marketing Administrator**

### Minimum Essential Requirements

### Method of Assessment

#### QUALIFICATIONS AND TRAINING

Minimum Level 2/3 or equivalent qualification in relevant field AF/I

Good level of literacy and numeracy e.g. GCSE Maths and English Grade C. AF/I

First Aid at Work qualification (or be prepared to train) AF/I

#### KNOWLEDGE AND EXPERIENCE

Experience of working in an administrative or marketing role AF/I

Use of Microsoft Office software e.g. Word, Excel, Access, graphic design packages. AF/I

Experience of using digital communication channels, e.g. Facebook, Twitter, LinkedIn and YouTube AF/I

Experience of TFT screens and maintaining/updating websites through a content management system AF/I

Proficient at using ICT, including SIMS.net (training available) AF/I

Experience of working in a school or similarly busy environment AF/I

#### PROFESSIONAL DEVELOPMENT

Commitment to continued professional development AF/I

#### SKILLS

Knowledge of current marketing practices and how they should be used AF/I

Excellent organisational and communication skills AF/I

Ability to contribute to ensuring that the service area meets the needs of the school and its stakeholders. AF/I

Accuracy when receiving information both verbally and written. AF/I

Develops own knowledge and skills to improve service area performance. AF/I

Maintains standards set by the organisation. AF/I

Takes responsibility for own actions. AF/I

Ability to work alone unsupervised. AF/I

Good organisational skills. AF/I

#### QUALITIES AND ATTRIBUTES

Ability to work effectively under pressure and to deadlines. AF/I

Ability to work accurately and produce quality work. AF/I

Attention to detail. AF/I

Maintain confidentiality AF/I

Able to communicate effectively with people at all levels e.g. staff, students, governors, alumni and external contacts.	AF/I
Able to work effectively as part of a team recognising own role as a team member.	AF/I
Enthusiastic, positive and possess a 'can do' attitude.	AF/I
Ability to learn from experiences.	AF/I
Ability to carry out instructions accurately and effectively as directed by line manager.	AF/I
Ability to demonstrate customer care.	AF/I
<b>EQUAL OPPORTUNITIES AND SAFEGUARDING</b>	
An understanding of safeguarding issues and promoting the welfare of children and young people.	AF/I
A commitment to safeguarding students.	AF/I
Suitability to work with children.	AF/I
A commitment to equal opportunities.	AF/I
Ability to recognise discrimination and willingness to put Equality Policies into practice.	AF/I

**Key:** AA = Assessed activity  
AF = Application form  
I = Interview  
R = Reference

## Section 7: The Appointment Process

These notes are intended to guide you when making an application.

1. The Application Form  
Complete the application form neatly, fully and accurately, including exact dates. The form may be typed or handwritten but if you do write it by hand please make sure that it is legible and that you use black ink. Indicate clearly on the front page the post you are applying for. You are requested to submit a concise application.
2. Education and Training  
State your qualifications and any training you have undertaken relevant to the post.
3. Present Appointment  
Make it clear what your present post is, which establishment you work in and who your employer is.
4. Previous Appointment  
When completing this section, it is important that you offer a continuous record, or an explanation of any gaps to allow full account to be taken of your experience, for example, child raising, voluntary work.
5. Referees  
Suitable referees are people who have direct, recent experience of your work and who are in responsible positions. We may need to contact them at short notice so please be specific with regard to contact addresses including e-mail and telephone numbers.
6. The Supporting Statement/Letter of Application  
The supporting statement or letter is regarded as a very important part of your application. You should make statements that demonstrate how your qualifications and experience match the post. You should take particular care to demonstrate how you meet the person specification included as part of these details. **Please limit your supporting statement to two sides of A4 in size 11 font.**
7. Arrangements for Interview  
Shortlisted applicants will be contacted as soon as possible after the closing date. Referees are contacted prior to the interview stage for teaching and some support staff posts. We would ask that all shortlisted applicants read the safeguarding information on the school website prior to attending the interview.
8. The Interview  
Candidates will be invited to an interview process at the school during which time they will have the opportunity to meet staff and students and see the school at work.
9. Feedback  
Feedback is offered to those candidates who are shortlisted and not recommended for appointment. It is hoped that this information will help you with future applications.
10. Selection for Appointment  
Selection is made conditional upon the successful candidate meeting the Trust's requirements for health, physical capacity and conduct.
11. Arrangements for Applications  
When you have completed your application, the completed form and covering letter should be e-mailed to [recruitment@highstorrs-mlt.co.uk](mailto:recruitment@highstorrs-mlt.co.uk) by the closing date.