



Recruitment at
White Woods Primary Academy Trust

CENTRAL TEAM



White Woods
Primary Academy Trust



Job Advert

Job Title: Communications, Marketing & Engagement Lead

Salary: Grade H, Scale Point 24-27 (£35,412 - £38,220) Pay Award Pending

Appointment: Full time, permanent

Responsible to: Chief Executive Office (CEO)

Start Date: ASAP

Location: The Pod, Canklow Woods Primary School, Rotherham, S60 2XJ

White Woods Primary Academy Trust was established in 2013 and is now a family of 16 primary schools within the borough of Rotherham.

Our vision is simple: *all children, whatever their background, will be supported to thrive both academically and socially, developing the skills of lifelong learners.* We believe in keeping the main thing the main thing — excellent teaching and learning — within a culture that is curious, collaborative, child-centred and challenging in all the right ways.

Our mission is to make every school an exceptional place to learn and work. We want children and adults to experience a breadth of exciting opportunities that spark curiosity, broaden horizons and build ambition. We believe that the best outcomes come when we combine **high challenge with high support**, and when joy, wellbeing and professional growth are woven into daily school life.

We are also proud to host a successful DfE English Hub and have a strong track record in developing effective approaches to reading.

We are now looking to appoint a Communications, Marketing & Engagement Lead who shares our values and can bring expertise, energy and commitment to our Central Team. This is a varied and exciting opportunity and is a key role in the Trust. You will lead our communications and marketing activity while working hands-on across content, digital channels, campaigns, events and stakeholder engagement. You will be a trusted partner to the CEO, central team and school leaders, bringing coherence, creativity and professional discipline to how we communicate.

In the first 12–18 months, your priorities will be to strengthen our Trust-wide communications; establish consistently high standards across our website, social media and publications; develop our external profile; support pupil and staff recruitment; improve promotion of the Trust English Hub; and support the delivery of our Trust-wide events.

The successful candidate will:

- Develop and deliver a coherent Trust-wide communications, marketing and engagement plan aligned with strategic priorities.



- Protect and strengthen the White Woods brand, helping every school and service communicate with clarity, consistency and warmth.
- Grow engagement with staff, families, prospective employees, schools, partners and the wider community.
- Coordinate major Trust events and key organisational commitments so that they are planned carefully and delivered brilliantly.
- Use insight and evidence to improve reach, reputation and measurable outcomes.

We can offer you:

- Membership of the Local Government Pension Scheme.
- Access to workplace and wellbeing support services.
- A genuine sense of belonging in a family of schools rooted in strong values.
- A comprehensive induction and support programme.
- A culture where curiosity, collaboration, joy and challenge drive professional growth.
- A real commitment to work-life balance: your wellbeing matters to us. We want you to thrive, both at work and beyond it.

Key dates:

Recruitment Opens: Monday 27th July 2026

Recruitment Closes: Friday 14th August 2026

Interview Day: Friday 21st August 2026

How to apply?

Applications should be completed on our online application form:

[https://zfrmz.eu/mLPA\\$rdOkBprZa4gBNqU](https://zfrmz.eu/mLPA$rdOkBprZa4gBNqU)

*** Please note, for Job Location / Department, please select: Central Team1.**

This post involves working with children and therefore if successful you will be required to apply for a disclosure of criminal records check at an enhanced level. Further information about the Disclosure Scheme can be found at: www.gov.uk/disclosure-barring-service-check.

White Woods Primary Academy Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Our Recruitment Privacy Notice can be viewed [here](#).