

Communications, Marketing & Engagement Lead - Job Description & Person Specification

Main purpose of the role

We are looking for a talented, organised and ambitious communications professional who can combine fresh ideas with excellent delivery. You will help White Woods tell its story, connect people across the Trust, support communications, and coordinate Trust wide events. You do not need to arrive knowing everything, but you do need to be a learner: curious, open to feedback, willing to develop and determined to aspire to excellence.

Core Responsibilities

- 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 outcome.

1. Strategy, reputation and brand

- Translate Trust priorities into regular communications and marketing plan, with clear audiences, messages, milestones and measures of success.
- Advise the CEO, executive leaders and headteachers on communications, reputation and stakeholder engagement.
- Maintain and develop a distinctive, accessible and consistent visual and verbal identity across the Trust.
- Create practical templates, toolkits and guidance that enable schools and central teams to produce high-quality communications.
- Identify opportunities to celebrate success, strengthen public understanding and build positive relationships with partners and communities.
- Support sensitive, urgent and change communications with sound judgement, accuracy and discretion.

2. Content, digital communications and campaigns

- Plan, write, edit and publish engaging content for websites, newsletters, social media, presentations, reports, campaigns and recruitment materials.
- Manage and improve Trust digital channels, ensuring content is current, accessible, audience-focused and compliant.
- Create high-quality visual assets using Adobe Creative Cloud, Canva or comparable professional design software.
- Lead targeted campaigns supporting pupil recruitment, staff recruitment, attendance at events and wider strategic priorities.
- Commission or create photography, video and other multimedia content, securing appropriate permissions and maintaining safe practice.
- Use website, social and campaign analytics to report impact and refine future activity.

3. English Hub marketing

- Develop and deliver a focused marketing and communications plan for the Trust's English Hub.
- Promote professional development, events, programmes and resources to schools and relevant partners.
- Create case studies and impact stories that demonstrate reach, quality and outcomes.
- Work closely with English Hub colleagues to maintain accurate audience data, improve participation and ensure activity meets funding and brand requirements.

4. Trust-wide events and engagement

- Coordinate the annual Trust professional development day from initial concept and programme design through communications, logistics, resources and evaluation.
- Lead communications and marketing for Trust-wide pupil events, staff conferences, governance events, celebrations and strategic launches.
- Maintain an annual calendar of key Trust events, campaigns, deadlines and communications, identifying clashes and dependencies early.
- Liaise confidently with venues, suppliers, speakers, schools and internal teams; manage event plans and agreed budgets.
- Gather feedback and evaluate reach, experience and impact to improve future events.

5. Relationships, standards and improvement

- Build trusted, responsive relationships with school leaders, colleagues, governors, partners and suppliers.
- Champion accessible and inclusive communications, reflecting the diversity of our children and communities.

- Maintain sound systems for consent, copyright, asset management, data protection and approval of published materials.
- Manage competing priorities calmly, meet deadlines and maintain consistently high attention to detail.
- Keep abreast of developments in communications, digital marketing, design and education; share learning and introduce thoughtful innovation.
- Undertake other duties reasonably consistent with the level and purpose of the role.

General

- Uphold and promote the safety and well-being of pupils as set out in the Trust and safeguarding procedures.
- Promote high standards of personal professional conduct in accordance with the Trust Employee Code of Conduct.
- Be aware of, and comply with, policies and procedures relating to child protection, health, safety and security, data protection and confidentiality, reporting all concerns to an appropriate person.
- Be aware of and support differences and ensure equal opportunities for all.
- Contribute to the overall vision and values of the Trust.
- Appreciate and support the role of other professionals.
- Work effectively as part of a team.
- Attend relevant meetings as required.
- Participate in training and other learning activities and performance development as required.
- Treat everyone with courtesy and consideration.

The duties and responsibilities highlighted in this Job Specification are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis.

Person Specification

We are interested in what you can do, what you have learned and the contribution you could make. The examples may come from education, charity, public service, agency, commercial or voluntary settings.

Area	Essential	Desirable
Qualifications and development	• Degree or equivalent professional learning/experience in communications, marketing, design, journalism, events or a related field. • Commitment to ongoing professional learning.	• Postgraduate qualification or relevant professional accreditation. • Training in digital marketing, design, events, PR or project management.
Experience	• Relevant experience in communications, marketing, content or stakeholder engagement. • Evidence of planning and delivering campaigns or projects with clear objectives. • Experience producing high-quality written and visual content for different audiences. • Experience coordinating several priorities and contributors to deadline.	• Experience in education, a multi-site organisation, public service or the charity sector. • Experience of event delivery, pupil/staff recruitment campaigns, internal communications or change communications.

Area	Essential	Desirable
Knowledge and technical capability	• Strong knowledge of digital communications, websites and social media. • Good working knowledge of Adobe Creative Cloud, Canva or comparable design software. • Understanding of brand consistency, accessibility and audience-centred communication. • Ability to use analytics and feedback to evaluate impact.	Photography, video editing, email marketing, CRM or paid social experience. Understanding of schools, safeguarding, data protection and consent in communications .
Communication and relationships	• Excellent written English, editing, presentation and verbal communication. • Ability to adapt tone and content for staff, families, children, leaders and external audiences. • Confidence building credibility with senior leaders and offering constructive professional advice.	• Experience working with media, external partners, agencies, speakers or suppliers.
Organisation and judgement	• Excellent planning, prioritisation and attention to detail. • Calm, dependable and solutions-focused when deadlines compete. • Sound judgement, discretion and confidence handling sensitive information. • Willingness to travel and occasionally attend evening events.	• Experience managing project or event budgets and procurement.

Area	Essential	Desirable
Values and potential	• A learner: curious, reflective, receptive to feedback and keen to grow. • Aspires to excellence and takes pride in high-quality work. • Creative, proactive, resilient and willing to take responsibility. • Commitment to inclusion and to improving opportunities for children and communities. Behaviour consistent with the Trust's four values.	• A portfolio showing distinctive ideas, thoughtful design and measurable communication outcomes.