



Applicant Information Pack

Communications and Marketing Manager



'Every Individual is in a great school'



Letter from the CEO

Dear Applicant,

Thank you for your interest in this role. I am delighted you are considering The 3-18 Education Trust.

We are seeking to appoint a creative and dynamic Communications and Marketing Manager with a successful track record of effective practice and delivering high quality levels of service. With an expected growth in the size of the Trust over the next few years, this is an exciting new role. The Trust central team prides itself on a high quality support operation for our schools, to ensure that all young people in our Trust are given the best possible education.

The 3-18 Education Trust is a multi-academy trust with students aged from 3-18 and which works collaboratively to provide interesting and exciting opportunities for staff to share ideas, resources and expertise, for the benefit of the students. Our Schools serve their communities of small villages and the larger towns throughout Shropshire.

Our Trust has a philosophy that ensures that each school within the Trust has its own Head and Local Governing Body and can maintain its own ethos and independence whilst enjoying support and additional capacity where required from the Trust. The Trust is absolutely committed to ensuring that each of its constituent schools retains its unique identity, whilst the combined experience and expertise available provide a dynamic synergy. Our school within our Trust is an excellent place to develop your career.

This recruitment pack contains details about our Multi Academy Trust, the commitment to our staff and students and information about each of our unique schools. Please explore our website and read the additional materials included in this pack to find out more.

If you decide that you have the energy, enthusiasm and experience to enhance our culture and make a difference, then we look forward to your application. If you would like to arrange a visit or an informal discussion then please contact our Team via email duncan.wright@318education.co.uk

We look forward to hearing from you.

Yours faithfully,



David O'Toole
Chief Executive

About our Trust



The 3-18 Education Trust is currently made up of nine schools and derives its name from the age range of the pupils and students who attend those schools. We have an inclusive ethos, defined by age and we recognise that education is a continuous process, secured through consistent values and a strong transition (through the key stages).

Our Vision:

To ensure every individual is in a great school.

Our Mission:

To celebrate the diverse nature, culture and identity of our individual schools, whilst enjoying the benefit of the team, so that each school is reciprocal in their support for one another and achieves together.

Our Values:

- **Accomplished:** to provide high quality education and training for all
- **Resilient:** to be solution focused and able to intelligently manage challenges
- **Compassionate:** to show care and understanding towards others

Not only do we pursue the important dimension of achieving the best results for each student regardless of their starting point, but we also believe strongly that education is about developing well-rounded individuals who are ready, willing and able to make their contribution to society.

Please take a look at our [Trust website](https://www.3-18education.co.uk) (<https://www.3-18education.co.uk>) for more details on what we offer. For information about each of our schools, please read on or click on the below links.



The 3-18 Trust: What We Offer

Hours & Working Weeks

Work-life balance is important in our Trust.

Having the ability to organise your working hours in a way that suits you, whilst not compromising your hours and standard of work, alongside meeting the requirements of the post and the needs of the Trust can help to achieve this work-life balance. It may be to avoid a busy commute or to allow time to work around childcare or caring for dependents. We will be looking for core-working hours, which will be agreed with the successful applicant and other hours are to be worked around other commitments.

We also support home-working and this will be discussed at interview.

You must exhibit a high level of self-motivation and self-discipline and be able to manage your own time effectively for this to be successful.

In addition to a comprehensive induction and a commitment to your ongoing training and career progression, we also offer:

- Access to the Trust's Employee Assistance Programme, which includes 24 hour access for you and your family members to legal, financial, health, parenting and life advice
- 1:1 Counselling Service
- Discount Scheme for high street retailers, mobile phone providers, holidays, electrical goods, supermarkets, restaurants, cinema, etc.
- Cycle to Work Scheme
- Childcare Voucher Scheme or Tax-Free Childcare Scheme
- Access to freshly made hot meals or deli-style food on site
- Teachers Pensions (28.68% employer contributions)
- Local Government Pension Scheme (19% employer contribution)
- Generous Sickness Payment Scheme
- Eye Testing Scheme
- Flexible Working Policy
- Special Leave Policy
- Member of the Valued Worker Scheme (accredited by our recognised unions)
- A Disability Confident Committed Employer
- Continuous Professional Development (CPD)
- Collaborative working culture and professional development opportunities across our Trust schools

We are also currently exploring:

- Electric/Hybrid Car Lease Scheme
- Healthcare Scheme

Job Description: Communications & Marketing Manager



Title of Post	Communications & Marketing Manager
Grade and SCP	P03 SCP 35-37
Hours/Working Weeks	37 Hours per Week / Full year (Term Time plus working considered for the right candidate.)
Post Status	Permanent
Accountable To	Chief Executive Officer

Purpose of the Job

To develop and implement a communications and marketing strategy that supports the Trust's vision and aims, working closely with the Executive Team, the Senior Leadership Teams of our schools and a range of other stakeholders on internal and external communications and marketing opportunities.

To be responsible for shaping the brand identity of the Trust and to manage regular marketing communications for others, local media, social media, newsletters and the Trust's website.

Duties and responsibilities

- Develop and implement a communications and marketing strategy for internal and external audiences that is aligned to the Trust's vision and aims.
- Work closely with internal and external stakeholders on communications and marketing opportunities and build and maintain excellent relationships.
- Develop systems of Trust-wide communications of key messages and initiatives to staff.
- Plan, organise and oversee events, ensuring they are successful and cost-effective while adhering to budget
- Regularly review and measure the effectiveness of communications and marketing activities and manage the budget for these activities.
- Lead on the Trust website and social media channels using a data-led approach to understand, measure and improve the channels, platforms and content that best engage, educate and inform the Trust's key stakeholders.
- Enhance relationships with each of our schools and the local community that they serve.
- Draft content for the CEO, local media, newsletters, social media and website in line with safeguarding protocols.

- Initiate creative communications and marketing ideas that raise the profile of the Trust and demonstrate its successes and ambitions.
- Promote great communications and marketing practice across the Trust and be seen as a trusted source of advice on these areas to colleagues.
- Develop the Trust's brand guidelines and its bank of images, testimonials and video.
- Raise awareness of our Trust's ethos and cultural identity internally and externally.
- Develop the Trust's SharePoint platform to cultivate a sense of Trust belonging, promote collaboration and provide communication channels to Trust staff
- Manage local public relations opportunities.
- Manage the communications and marketing calendar.
- Develop the visual representation of the Trust in all its forms including signage, print, multimedia.
- Ensure the maintenance and consistency and alignment of all letterheads, templates, policy documents etc. with the established branding guidelines at Trust level and within our schools.
- Develop mechanics for measurement, evaluation and continuous improvement of communication and marketing strategies.
- Manage the communication strategy for new schools looking to join the Trust.

Professional development

- Help keep knowledge and understanding relevant and up to date by reflecting on your own practice, liaising with school leaders, and identifying relevant professional development to improve personal effectiveness;
- Take opportunities to build the appropriate skills, qualifications, and/or experience needed for the role, with support from the school.

Other Responsibilities

- Comply with and assist with the development of policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person;
- Be aware of and comply with all school policies and procedures;
- Be aware of and support difference and ensure equal opportunities for all;
- Contribute to the overall ethos and aims of the School and Trust;
- Appreciate and support the role of other professionals;
- Attend and participate in relevant meetings, training and learning activities as required.

The postholder may be required to carry out any other duties that are commensurate with the post. Whilst every effort is made to explain the main duties and responsibilities of the post each individual task undertaken may not be identified.

This job description is subject to review, in negotiation with the post holder at any time. However, an annual review of this job description and allocation of responsibilities will take place as part of agreed performance management arrangements.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> GCSE's or equivalent, including English and Maths Marketing related degree or demonstrable experience. Working towards CIM with a view to completing this or significant and demonstrably equivalent experience 	<ul style="list-style-type: none"> CIM qualified
Experience:	<ul style="list-style-type: none"> Experience of working in the marketing function of a multi-divisional operation Ability to plan and organise effectively Experience of working with social media platforms commercially Experience of developing a communications and marketing strategy 	<ul style="list-style-type: none"> Experience of leading marketing in a Multi Academy Trust
Skills/Knowledge	<ul style="list-style-type: none"> A broad range of knowledge within communications and marketing disciplines Knowledge and experience of working with local media Understanding of data protection 	<ul style="list-style-type: none"> Understanding school student recruitment process
Personal Attributes	<ul style="list-style-type: none"> A creative and strategic thinker Excellent ICT skills, particularly around social media Excellent copywriting, editing and verbal communication skills Excellent organisational skills Ability to manage time effectively Ability to communicate effectively both verbally and in writing to a diverse range of people Sufficiently fluent in spoken English to ensure effective performance in the role 	
Special Requirements	<ul style="list-style-type: none"> Excellent communication skills Ability to relate well to children and adults Ability to work well as part of a team Flexibility and reliability Ability to bring to the role, initiative, enthusiasm and commitment Ability to maintain confidential information . 	
Special Conditions	<ul style="list-style-type: none"> Willingness to undertake an enhanced Disclosure and Barring Service (DBS) check 	

Application & Appointment Process

An application form is available to download from the trust website which can be found [here](#).

Please complete and return your application form as soon as possible, clearly noting all the experience, skills and personal qualities that you can offer which are relevant to this post.

To arrange an informal conversation or to find out more about this role, please contact Duncan Wright at duncan.wright@318education.co.uk for further details.

The deadline for applications is 9am on Monday 5th August.

Interviews will be held on Tuesday 13th August

Please send completed applications to Duncan Wright, Chief Financial Officer at duncan.wright@318education.co.uk

Interviews will be offered to those applicants who best demonstrate how skills, abilities and experience match the person specification, taking into consideration the job description.

Please note:

- It is essential that all elements of the application form are completed in full.
- We do not accept CV's in support of an application.
- Appointments will be subject to clearance in respect of medical fitness, satisfactory references, right to work in the UK and criminal disclosure.
- This post is exempt from the Rehabilitation of Offenders act 1974 and as such the applicant who is appointed to this post will be subject to an Enhanced Disclosure before the appointment is confirmed. This check will include details of cautions, reprimands or warnings, as well as convictions and non-conviction information. Once appointed, the successful applicant may also be required to apply for an Enhanced Disclosure at intervals during the course of their employment whilst in this post.

If invited for interview, **you are required to bring evidence of your qualifications and appropriate documents to initiate the DBS application process** should you be the successful candidate

The 3-18 Education Trust is committed to safeguarding and promoting the welfare of children and young people, as such this post requires acknowledgement and understanding of safeguarding and child protection policies. Policies can be found on the trust website.

In line with KCSiE, the Trust may carry out an online search on all shortlisted candidates as part of our safer recruitment process.