



MacIntyre
Academies



Communications Officer

MacIntyre Academies Trust

Recruitment Pack

Recruitment Advertisement

Communications Officer

Job Title: Communications Officer

Reference No: MAT CO 012025

Salary: £32,494.75 to £35,227.70, MAT Pay Scale E-F, points E31 – F34

Hours of Work: 38 hours per week (Full-Time, all year round); part-time working will be considered

Location: Based in Milton Keynes, regular travel to Academy locations, some home working

Closing Date: 31st January 2025

Interviews: TBC

Start Date: TBC

We are looking for a values driven individual who shares our vision; we want all children and young people to have confidence and belief in their potential, be ready for a successful adult life and connected where they live. Be part of the Academy Trust behind schools for children and young people with autism and/or additional needs.

About Us

MacIntyre Academies' mission is to become a leading Special Academy Trust that provides outstanding outcome-focused state education by promoting high aspirations, empowering parents as partners and successfully equipping every child for adult life.

We currently have 4 Academies. Endeavour Academy in Oxford opened in 2014 and is a residential academy for children and young people with autism and associated severe Learning difficulties aged from 9 to 19 years old. In 2015 we opened Discovery Academy in Nuneaton, for children with social, emotional and mental health needs and /or autism. In 2017 we opened Quest Academy also catering for children with SEMH and/or autism. Finally, in September 2020, Venture Academy based in Henley-in-Arden joined the Trust catering for pupils in years 5-11 (ages 9-16) who may have Social, Emotional and Mental Health Difficulties and/or Diagnoses of Autism or an associated condition.

MacIntyre Academies benefits greatly from its sponsor MacIntyre, which over the last 50 years, has developed a strong reputation nationally, as a high-quality, person-centered organisation.

The Role

As a small but growing Trust, we are currently seeking a professional Communications Officer to join the MacIntyre Academies Trust Central Team and maximise every opportunity to raise awareness of MacIntyre Academies as a Trust and across individual schools.

Reporting to the Head of Operations, you will work to develop and deliver communications strategies across the entire spectrum of communications disciplines including media and public relations, brand management, marketing, website and social media, internal communications and production of materials

About You

With proven experience in a communications role, you will be highly organised, thrive in a collaborative environment, have a keen eye for detail and be committed to providing outstanding customer service to a range of stakeholders. You will have the ability to manage multiple concurrent projects, frequently working to tight deadlines and you will work well under pressure.

A good working knowledge of Microsoft ICT packages (Word & Excel) is required and you will be experienced in using Microsoft Office software. You will be confident with the management of a range of social media channels and have a clear understanding of the issues faced by children with special educational needs and their families

A strong team player with a high level of personal integrity and the ability to always maintain confidentiality, you will have excellent communication skills, a can-do attitude and be confident to work independently with guidance.

You will be willing to work flexibility and outside of normal working hours as required. Regular travel to each of our schools is an essential component of the role.

A recognised qualification in communications / marketing is desirable.

Benefits

Our people are the heart of our success

- A competitive salary
- Generous Annual Leave Entitlement (Plus Bank Holidays)
- A loyalty scheme which rewards you with an extra day of annual leave each September with length of service over 12 months (up to 5 additional days)
- Excellent local government pension scheme
- Family Friendly policies
- Wellbeing, Bereavement and Menopause policies
- Enhanced Sick Pay
- Wellbeing initiatives in your setting
- Full induction
- Training and development and the support of a trained line manager and dedicated senior leaders
- Access to further professional development
- Cycle to Work Scheme
- Annual MAT Life Day to take for that special occasion
- Annual Flu Jabs
- Free eye tests through Specsavers
- An Employee Assistance Programme to Support your health and wellbeing an access to various perks including discounts Tesco, Cineworld, Go Ape and many more
- Death in Service
- Long Service Recognition
- Recommend a Friend Scheme - £100 Voucher
- Trained Mental Health First Aiders
- Enhanced DBS Certificate (Paid for by MacIntyre Academies)
- Self service portal to facilitate leave and amend personal information
- We have an active employee engagement programme which includes Ternly 'You are Awesome' awards, an annual Employee Big Thank you Day, Annual CPD Trust wide conference.
- Access to Blue Light Card/ Discounts for Teachers which offers thousands of amazing discounts online and on the high street for social care staff/ Teachers and support staff

Safeguarding

MacIntyre Academies Trust is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All positions will require an enhanced Disclosure and Barring Service check and registration with the DBS Update Service together with all other relevant recruitment checks including obtaining references. This post includes engaging in regulated activity relevant to children and is exempt from the Rehabilitation of Offenders Act, 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020. Further information about filtering offences can be found in the DBS filtering guide: DBS filtering guide - GOV.UK (www.gov.uk) It is an offence to apply for this role if you are barred from engaging in regulated activity relevant to children. Referees will be asked to assess suitability of candidates to work with vulnerable adults, children or young people and will be verbally verified. Individual Safeguarding Policies for our Academies can be found on our website under 'Essential Information' and candidates will be asked about this as part of the recruitment process.

In line with the update to KSCIE 2022 MacIntyre Academies will carry out an online search of the candidate once the shortlisting process has been completed as part of their due diligence. This may involve a google search of the candidate's name, looking at the top three search results over the past three years. If any incidents or issues are identified that are publicly available online this will be explored with the candidate at interview stage.

Letter from Head of Operations

Dear Applicant

Thank you for your interest in the role of Communications Officer. This is an exciting opportunity to join a Trust with an inspiring vision to make a difference to the lives of children and young people.

MacIntyre Academies' mission is to become a leading Special Academy Trust that provides outstanding outcome-focused state education by promoting high aspirations, empowering parents as partners and successfully equipping every child for adult life.

Our Central Team is vital to achieving that mission through effective and efficient communication and marketing strategies which you will play a pivotal role in shaping and executing with skill and integrity.

At the heart of what we do is a passion and dedication to supporting children and young people. Values, ethos and behaviours are as important as skills and experience; we want to hear from passionate people who value their contribution to a wider team in achieving our mission.

I look forward to reading your application and meeting you in person.

Best Wishes

Gemma Deehan

Gemma Deehan
Head of Operations



Our Vision and Ethos

We believe all children and young people, regardless of disability or difficulty, deserve the best education possible. We want our pupils to be ambitious for themselves and we need to be ambitious on their behalf. Therefore, our aim is to deliver 'outstanding' schools with outstanding outcomes. Our schools welcome the involvement of families, keeping education individualised to each child/young person. Our Academies provide a healthy, safe and enjoyable environment, with excellent teaching and learning with a focus on high quality personalised education and positive behaviour support and will evolve according to local needs.

The main aims of Academies are to:

- Improve outcomes and life chances for children and young people;
- raise aspirations of both students and staff aspirations for their students;
- support children back into mainstream schools where appropriate;
- ensure better transitions, destinations and opportunities after school;
- Accelerate progress in literacy, numeracy as well as a broad and balanced curriculum;
- Operate a school which is environmentally sustainable and financially secure;
- strengthen community cohesion by being a keystone within the local community;

With curricula that focus on developing academic potential, social, vocational and life skills, we want every child to achieve his or her full potential. The school curricula are motivational and make connections. Learning is practical, always feels 'real' and relevant and builds on young people's strengths. To achieve this, learning happens in a wide variety of spaces including the local community, the school grounds and in specialist technology spaces. Through engaging projects young people access a broad and balanced curriculum including developing the literacy and numeracy skills which will help them to succeed in their adult life.

Supporting young people to improve their own well-being, particularly their communication, social, emotional and mental health needs, is central to the school curriculum. This includes learning to build positive relationships, being active, contributing positively to their school and local community, broadening experiences and learning to understand and shape their own emotions. We have a holistic and non-judgemental approach to supporting behaviour that empowers the child or young person to engage in education. We believe that a student that is motivated, encouraged and made to feel worthwhile will choose to learn, and as a consequence behave well. Our schools support students to become socially responsible, polite and caring young adults, who value the lives of others and the environment in which they live. All staff, not just teachers, are trained to support children to develop positive behaviours and develop strategies to manage their own behaviour positively. Good behaviour and attendance are a direct outcome of positive attitudes to learning - importantly, our vision is for all children and young people to enjoy attending the Academy.

Key to the success of our academies is the recruitment and development of a highly skilled, flexible workforce that delivers outstanding education and support, and benefits from MacIntyre Academies' in-depth understanding and experience of how to design bespoke education solutions to children who requires specialist support strategies to achieve excellent outcomes.

Communications Officer

Job Description

Reporting to:

Head of Operations

Purpose:

To maximise every opportunity to raise awareness of MacIntyre Academies as a Trust and across individual schools with skill and integrity.

Key Responsibilities and Duties:

Communication and Marketing

- Work with the Head of Operations to develop and deliver communications strategies across the entire spectrum of communications disciplines including: media and public relations, brand management, marketing, website and social media, internal communications and production of materials
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media to increase the organisation's profile with influencers and organisations
- Write releases, articles and statements and lead on copy-writing and production of marketing materials and key publications. Maintain high standards of content (grammar, spelling etc.) and ensuring all content reflects MacIntyre Academies' brand guidelines
- Oversee the management of a case study database and library system for press cuttings
- Report on and analyse all aspects of marketing and communications
- Keep up to date on best practice within the education sector generally and particularly changes to communications innovation, legislation and codes of practice
- Manage the intranet system and keep updated with relevant and engaging content
- Be aware of the national news agenda identifying opportunities or bringing issues to the attention of the Head of Operations as appropriate
- Ensure staff are well briefed on key communications issues
- Enhance communications with colleagues and develop an understanding of the organisation's work and needs of our pupils and their families

Website

- Oversee quality and compliance of MacIntyre Academies and schools' websites by providing support to school staff in maintaining an up to date, engaging and compliant website (in accordance with Ofsted and DfE requirements)
- Develop ongoing relationship and liaison with web agency regarding contract maintenance, developments and glitches

Design

- Provide design and print support for ad hoc corporate and operational projects
- Support colleagues to produce design work locally through the supply of templates and training/advice
- Ensure that MacIntyre Academies' brand guidelines are adhered to at all times
- Act as editor of MacIntyre Academies' termly Staff Newsletter - writing and editing content and ensuring prompt production
- Organise the design and production of corporate publications, managing relationships with suppliers for cost efficiency and within deadlines

Engagement

- Develop effective internal and external customer relationships including target media representatives
- Support HR initiatives to engage with current and potential workforce

- Take an active part in the organisation's external events and cross-functional projects
- Support the Trust's academies with fundraising and public-facing activities

General Accountabilities

- To safeguard and promote the welfare of all children and young people in the school by being familiar with and aware of the School's Safeguarding and protection issues, procedures and guidelines and to adhere to them at all times.
- To bring to the attention of a senior colleague any matter of concern over the wellbeing, safety or safeguarding of a person we support.
- To be aware of your responsibilities in accordance with the current Health and Safety at Work Act.
- To be aware of your responsibilities in accordance with the General Data Protection Regulations (GDPR) and be familiar with the content of the MAT Data Protection Policy, Acceptable use of ICT Policy, Password Policy and any other associated policies and procedures.
- To be responsible for your own personal and professional development; undertaking learning and development activities including attending role specific training as required.
- To attend and participate in staff meetings, individual formal supervisions, appraisals, staff debriefings to ensure consistency and good practice.
- To undertake any other reasonable tasks as are required at the discretion of the Head of Operations

Person Specification

	Essential	Desirable
Education, knowledge and experience	<ul style="list-style-type: none"> • Good standard of education Demonstrative written and verbal communication skills. • Demonstrative advanced skills in Outlook and Microsoft Office. • Good organisational skills and ability to set priorities. • Excellent communication and facilitation skills with all stakeholders. 	<ul style="list-style-type: none"> • A relevant qualification in Governance • Knowledge of implementing communication strategies in an educational setting
Personal attributes	<ul style="list-style-type: none"> • A belief that children with learning difficulties and their parents have the right to participate in making decisions about the services they receive and to access learning opportunities and wider experiences • A commitment to supporting high service delivery • A commitment to the implementation of MacIntyre Academies Equal Opportunities Policy • Ability to act as an appropriate member of MAT and keep calm under pressure and in all situations • Excellent communication skills at all levels, including good telephone manner and ability to converse with stakeholders and other outside professionals 	
Special knowledge and Skills	<p>The Candidate must be able to demonstrate:</p> <ul style="list-style-type: none"> • A passion for working with a Trust that supports pupils with SEND and their families • Ability to work flexibly to meet the needs of MacIntyre Academies Trust • High level of resilience and determination • Commitment to and a genuine interest in the pastoral welfare of the school communities • Ability to plan and prioritise workload in order to meet deadlines • Adopt a reflective approach to work 	

Competencies

Competency	Description
Respecting and Understanding Others	<ul style="list-style-type: none"> • Reacts sensitively to other people and recognises different viewpoints, beliefs, values and opinions. • Treats children and young people we support and colleagues with respect, dignity, honesty and equality • Adapts their working style and level of support to an individual's needs or wishes. • Works cooperatively with colleagues and assists when they need support • Values the different contributions that people can make within a team
Influential Communication	<ul style="list-style-type: none"> • Listens actively and display enthusiasm in their communication • Uses and presents information in a manner which is persuasive, logical and understandable to the receiver
Facilitating Success and Improvement in Others	<ul style="list-style-type: none"> • Support, motivate and inspire others to try new tasks or activities • Seek assistance appropriately and receive feedback from others
Results & Quality Focus	<ul style="list-style-type: none"> • Completes work to a high standard, with a high degree of attention to detail • Takes personal responsibility for the quality of their work and be willing to 'go the extra mile' • Looks for continual improvement in own performance • Work to agreed policies and procedures
Problem Solving and Decision Making	<ul style="list-style-type: none"> • Is able to collect, interpret and evaluate information effectively • Can develop a deep understanding of a problem, exploring alternative ways of resolving problems including new possibilities • Makes timely and well considered decisions, is aware the impact their decisions may have and willing to make difficult but necessary decisions to improve the practice
Resilience to Change and Challenges	<ul style="list-style-type: none"> • Is open to change and embracing new developments / initiatives • Adapts well in new and unfamiliar situations responding to changing plans quickly • Works independently without direction • Is resilient and copes well in emergency situations
Personal Development	<ul style="list-style-type: none"> • Is committed to achieving high standards for their own self-development • Is able to reflect on self-development needs and address them • Meets agreed development action plans as agreed with line manager • Achieves positive feedback from peers, senior colleagues and external stakeholders