



Communications Officer *(Maternity Cover)*



Reach Schools

Welcome,

Everyone at **Reach Schools** believes—passionately and immovably—that *every* child can and should go on to enjoy lives of choice and opportunity.

This core belief drives everything we do. We draw purpose from it, it provides us with a shared vision for every child we work with, and it fuels our tenacity to work together to make it so.

We have the most brilliant, kind and passionate team you could ever wish to work with or have your child grow into adulthood under the guidance of. We are up for doing exciting things, taking calculated risks, and championing the children who need it the most.



**Rebecca
Cramer**
CEO, Reach
Schools

Every **Reach School** exists to serve this shared purpose. Every **Reach School** strives to ensure that *every single pupil will leave us with the skills, attributes and academic qualifications to go on to enjoy lives of choice and opportunity.*

To do this, **Reach Schools** bring their respective communities together to affirm a shared dedication and commitment to do whatever it takes to secure successful outcomes for the children we love and care for.

All **Reach Schools** hold the highest academic expectations while maintaining a loving, family-focused culture.

All **Reach Schools** aim to know *every* pupil as an individual; harnessing the power of family relationships and all-through knowledge to ensure that we can tailor our curriculum, support and resources to meet each child's needs and desires.

We believe in the transformational power of strong, trusting relationships—and we know that every great relationship depends upon great communication.

With this in mind, we're looking for a Communications Officer to support all **Reach Schools** in ensuring their communications with their staff, children, families and communities are clear, coherent and consistent.

The **Communications Officer** will be directly responsible for delivery of the communications, branding and marketing strategy for Reach Schools. This strategy will be set in collaboration with the Director of Communications and the Reach Schools leadership team.

The successful candidate will have an impeccable attention to detail, a deep understanding of communications, marketing and branding and know when to bring in external expertise. They will be supremely organised, a great listener, and a passionate communicator—and they'll be driven by a desire to help us realise the vision of Reach Schools together.

In the following pack, we hope to do the following:

- Share some background information about the evolution and direction of **Reach Schools**;
- Provide a description of the **Communications Officer** role and an indication of the types of skills and attributes we're looking for; and,
- Provide information about **how to apply** for the role, if interested.

If you have any questions at all, please don't hesitate to contact Reach Schools' Director of Partnerships and Communications, Sarah Bainbridge, directly on sarah.bainbridge@reachacademy.org.uk.

Best wishes,
Rebecca

About us

Reach Schools





Reach Schools

Reach Schools is the (new) name of our multi-academy trust. It belongs to a wider ecosystem of organisations based in Feltham that works to incubate ideas and improve outcomes for our community in Feltham—and beyond.

Reach Schools works in partnership with the **Reach Foundation** to *deepen* our impact in Feltham and to *expand* the impact of our pioneering work nationally.

The following pages provide a quick overview of our schools and some related activities.

Further information about Reach Schools' evolution can be [found here](#).



Reach Academy Feltham

est. 2012

Our first all-through school.

We've created a community of pupils, parents and teachers united by the highest expectations of what every young person can achieve *and* the commitment to do whatever it takes to help them get there.



Feltham College

est. 2022

Our pioneering sixth-form college.

Reach College is the the first sixth-form college in the country to be founded by a partnership of education, business, and health service providers whose sole focus is broadening choices and opportunities for young people in Feltham.



Reach Academy Hanworth Park

est. 2024

Our new all-through school.

Opened in September 2024, Reach Academy Hanworth Park will serve 1,080 pupils in Feltham when full; located on a site adjacent to Reach Academy Feltham.



Reach Training

In addition to running our three schools in Feltham, Reach Schools provides **Initial Teacher Training** (in partnership with SWTT), **Teaching Internships** and an expanding suite of **Foundation Degrees**.



About the role

Communications Officer, Reach Schools



Role overview

We believe that great communication is more like a path than an event. Great communication is conversation—less monologue; more dialogue.

Because dialogue creates *connection*, connection begets *trust*, and trust strengthens *engagement* and improves *outcomes*. It sounds simple—but simple isn't always easy.

Fundamentally, the role of the Communications Officer is to ensure that everything that is communicated by Reach Schools (both internal and externally) aligns with our brand—i.e. who we authentically are; what we stand for and how we behave.

Our Communications Officer will play a pivotal role in effectively conveying Reach Schools' priorities, building relationships with a wide range of stakeholders, and championing our successes along the way.



Role responsibilities

- Work closely with Reach Schools' trustees, leadership team and the Director of Partnerships and Communications to make sure that all parties feel connected and informed about communications, branding and marketing strategies of Reach Schools,
- Craft compelling content in a wide-range of media. Produce high-quality, targeted and engaging content for clearly defined internal and external audiences (e.g. pupils, families and staff—existing and prospective).
- Cultivate relationships with journalists, editors, and media outlets to promote Reach Schools' initiatives and secure media coverage. Respond to media inquiries and prepare spokespersons for interviews.
- Oversee Reach Schools' social media presence, including content creation, scheduling, monitoring, and engagement with followers. Utilise social media as a tool to amplify key priorities and foster a community of supporters.



- Ensure consistent brand messaging and visual identity across all communication materials (internal and external). Protect and enhance Reach Schools' reputation through strategic brand management.
- Facilitate effective communication *within* Reach Schools by keeping staff informed about key developments, initiatives, and successes. Encourage a culture of communication and transparency.
- Establish and embed relationships with partner organisations and supporters to expand Reach Schools' impact.
- Plan and promote school events, fundraisers, workshops, and conferences to attract participants and maximise impact.
- Support crisis communication plans and strategies to address potential reputational risks and handle sensitive issues that may arise.
- Monitor the impact of communication efforts through analytics, surveys, and feedback mechanisms. Use data-informed insights to continually improve communication strategies.



Personal specification

Required:

- Strong communication skills: This role demands excellent verbal and written communication abilities. You should be able to articulate ideas clearly, engage different audiences effectively, and create compelling content for various communication channels, such as newsletters, press releases, social media, and internal communications.
- Adaptability and flexibility: Schools offer delightfully dynamic environments where priorities can change rapidly. Being adaptable and flexible will allow you to handle unexpected challenges and adjustments to communication strategies with ease.
- Creativity and innovation: Developing engaging communication requires creativity. You should be able to think outside the box, come up with fresh ideas, and innovate in your approach to storytelling and branding.

- Strong organisational and time management skills: You should be willing and able to juggle multiple projects simultaneously. Strong organisational and time management skills are essential for meeting deadlines, prioritising tasks effectively, and maintaining a consistent workflow.

Desired:

- Media and public relations knowledge: A foundational understanding of media and public relations would be beneficial for this role. The ideal candidate will be familiar with how the media works, be able to build relationships with journalists, and handle press inquiries professionally.
- Visual design skills: Proficiency in basic visual design software and an eye for aesthetics would be a valuable asset. Being able to create visually appealing graphics, infographics, and multimedia content enhances the effectiveness of communication materials across various platforms.

Role details

Reports to: Director of Partnerships and Communications, Reach Schools

Start date: 1st December 2024 (or as soon as possible thereafter)

Salary: £30-40k per annum

Contract term: Fixed term maternity cover

Location: Feltham, with the option to work from home flexibly

We embrace flexible working and welcome applications from those wishing to work flexibly.



About the process

How to apply



How to apply

1. Please **read our ['Safer recruitment' statement](#)** on the following pages below.
2. [Follow this link](#) to **complete an online application form**.
 - The deadline for application is Thursday 31st October 2024 at 5pm. We actively encourage early applications. Applications will be reviewed as and when they are received.
3. Suitable candidates will be contacted and invited to attend a **virtual/telephone screening**.
4. **In-person interviews** will be held during the weeks immediately following and preceding the application deadline detailed above.

If you would like to have an informal conversation to discuss the role, please contact our Director of Partnerships and Communications, Sarah Bainbridge, directly on sarah.bainbridge@reachacademy.org.uk.



Safer recruitment

Reach Academy is committed to safeguarding and promoting the welfare of children and young people. In order to meet this responsibility all candidates will be subjected to a rigorous selection process to discourage and screen out unsuitable applicants. This process is outlined below. Please do not hesitate to contact the school if further detail is required.

Disclosure

This post is classified as having substantial access to children, and appointment is subject to an enhanced police check of previous criminal convictions (DBS). Applicants are required, before appointment, to disclose any conviction, caution or binding over including 'spent convictions' under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020). Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar individuals from employment – this will depend upon the nature of the offence(s) and when they occurred.

The amendments to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020) provides that when applying for certain jobs and activities, certain convictions and cautions are considered 'protected'. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account. Guidance about whether a conviction or caution should be disclosed can be found on the Ministry of Justice website.

Interview

Candidates will be subject to an in-depth, in-person interview and assessment, along with a telephone interview in some circumstances. At each stage of the process candidates will be asked to address any discrepancies, anomalies or gaps in their application form or arising from information gained at the previous stage of the recruitment process.

Reference checking

References from the previous and current employers will be taken up for shortlisted candidates, before interview, and where necessary employers may be contacted to gather further information or address any discrepancies, anomalies or gaps in the reference provided.

Online searches

Keeping Children Safe in Education (KCSIE) asks schools to carry out online searches on shortlisted candidates as part of the process of assessing suitability.

Probation

All new staff will be subject to a probation period (which may, in certain circumstances, be extended). The probation period is a trial period, to enable the assessment of an employee's suitability for the job for which they have been employed. It provides Reach Academy with the opportunity to monitor and review the performance of new staff in relation to various areas, but also in terms of their commitment to safeguarding and relationships with pupils.

Equal opportunities

Reach Academy is dedicated to providing equal opportunities and will monitor the recruitment process rigorously to ensure fair access and opportunity for all.

Reach Academy is committed to ensuring our workforce is reflective of our diverse student population and is therefore committed to increasing representation of staff of Black, Asian and Minority Ethnic backgrounds across all roles and at all levels.

If you require assistance in reading this information or in completing the application form, please contact recruitment@reachacademy.org.uk.

