



Albany Learning Trust
Developing World Class Schools

DIGITAL COMMUNICATIONS MANAGER

Albany Learning Trust
Digital Communications Manager
Scale 7 (£33,366 - £35,235 pro rata)
Part-time - 16 hours a week all year round
(hybrid working flexibility required)
Local Government Pension Scheme

Albany Learning Trust is looking to recruit a Digital Communications Manager to join our highly successful team and work with the Chief Executive Officer and Executive Headteacher at Albany Learning Trust.

If you are a highly creative social media professional with experience of social media campaigns and website management, this is your chance to put your exceptional skill set towards our vital mission as we develop world class schools.

You will have the chance to let your creativity flow and develop both your communications portfolio and professional skill set with our supportive organisation.

So, if this exciting position sounds like your perfect next step and you're looking to hone your creative skills whilst breaking down barriers to educational attainment, we want to hear from you.

We can offer the successful candidate:

- A warm welcome and community spirit in our inclusive Trust
- Excellent facilities and resources
- Talented, supportive and professional colleagues
- Excellent training and development opportunities
- 26 days' holiday a year plus 8 bank holidays (pro rata)
- Local Government Pension scheme matched with 5% employer contributions, including life insurance
- Flexible start and end working times
- Flexible working opportunities
- Cycle scheme
- Tech scheme
- Enhanced maternity, paternity, adoption and shared parental leave pay
- Confidential access to an Employee Assistance Programme with free and confidential counselling and access to free wellness hub

Application documents are available to download in the vacancies section of the school website www.albanyacademy.co.uk/vacancies

Apply online by the closing date of midday, on Friday 21st February 2025 to vacancies@albanyacademy.co.uk.

Interviews will take place on week commencing 24th February 2025.

January 2025

Dear Applicant,

Thank you for your interest in the post of Digital Communications Manager.

Our mission as a trust, is to develop world class schools and the role of Digital Communications Manager is fundamental to achieving this aim. This post, which is integral to our trust community, is a wonderful opportunity to lead, learn and develop. We want you to tell our stories to our local, national and international communities and improve our digital communications so we truly engage with our children, parents, staff and wider communities.

Our trust is a tight-knit trust, educating over 1000 children in two wonderful schools. Our students are passionate learners and keen to lead in their schools and communities.

We are highly ambitious for our students, our staff and the wider educational community and we provide support for other schools, work closely with other providers. Further details about our trust and our values - which we want every member of staff to share - can be found on the trust website: <https://www.albanylearningtrust.com/about>

You will join an experienced and highly successful IT department, which currently maintains the IT provision including servers, PCs, Laptops and iPads. The Trust is introducing new technologies to aid teaching and learning. We use Microsoft and Google apps.

You will be expected to work at both schools as the need arises. Staff are paid for travel between the two schools where this is required in the working day. We want you to be open to new ideas and to enthuse and motivate both students and staff, immersing yourself in our community. We also want you to lead our digital communications processes and strategy, supporting others as necessary.

This is an essential role to support both schools and IT staff have to work with all staff and students. There are many opportunities for staff to participate in activities within the schools if they wish, including charitable fund raising and attending trips and activities such as Duke of Edinburgh's Award.

Our websites provide a great deal of further information which you may find useful as part of the application process. Prospective candidates are always welcome to visit our trust and visits can be arranged by contacting Mrs Shaw on 01 257 244020. Our recruitment procedure includes stringent safeguarding checks, which begin prior to interview. We may use internet searches using information held in the public domain to perform due diligence on candidates in the course of recruitment, in terms of suitability for the post applied for. Where we do this, we will act in accordance with our data protection and equal opportunities obligations.

Please return completed application forms, along with a supporting letter of no more than two sides of A4, before the closing date of mid-day on Friday 21st February 2025. Applications should be submitted electronically to vacancies@albanyacademy.co.uk. Interviews are scheduled to take place Week commencing 24th February 2025. I look forward to receiving your application.

If you are successful as a candidate for this post you will be a welcome new addition to our team.

Yours faithfully
P Mayland
CEO
Albany Learning Trust

ALBANY LEARNING TRUST

JOB DESCRIPTION

DEPARTMENT Trust – Executive Team

JOB TITLE Digital Communications Manager

SALARY Scale 7 £33,366 - £35,235 (pro rata) Part time - 16 hours a week all year round
(Remote and hybrid working options - flexibility required)

RESPONSIBLE TO IT Manager

Main Duties and Responsibilities

To develop and lead our Digital Communications Strategy driving communications activities across our schools and the trust, publicising work to external audiences, especially to children and parents and the wider community, through a variety of media platforms and channels to increase our organisational reach and impact.

General Responsibilities

1. Publicise work to external audiences, especially children, parents and our local communities,
2. Use your initiative to develop the digital footprint and brand image of the trust.
3. Use a variety of media platforms and channels to increase our organisational reach and impact.
4. Collect and organise content from the schools, including photos, videos, audio and written content.
5. Manage our websites and the trust's social platforms, planning and creating engaging content.
6. Draft, plan and execute major website developments in collaboration with the IT Manager, CEO and headteachers.
7. Update and optimise website content to ensure it remains current accurate and user friendly.
8. Optimise website and content for search engines to improve visibility and organic traffic.
9. Plan social media campaigns with the Headteachers and CEO to promote the work of our schools in their communities and publicise and celebrate the achievements of children across the trust.
10. Create and schedule posts, monitor engagement and respond to comments or messages.
11. Analyse social media performance and adjust strategies to improve reach and engagement.
12. Support teachers to create educational content for use in classrooms and for home learning.
13. Produce an array of digital communication content ranging from video production, graphic design, publications and social media assets.
14. Use analytics (both Google and social media analytics) to evaluate and improve digital campaigns.
15. Ensure all digital communications align with Organisational branding guidelines.
16. Adhere to data privacy regulations (e.g. GDPR) and accessibility standards.
17. Ensure our websites are compliant with DfE, Ofsted and other accountability and publication requirements.

The role will initially be part time, with flexible hours agreed to maximise the digital strategy. This role is a hybrid role with resources provided for working from home, including phone and laptop.

General

To undertake any other reasonable requests from the Headteacher

All staff are subject to a check by the Disclosure and Barring Service (DBS). The level of check which will apply shall be an “Enhanced” level check.

All applicants must already have the right to work in the UK as we regret that we are unable to sponsor visas.

Other organisations may call this role Digital Content Officer, Content Creator, Social Media Officer, Copywriter, Content Producer, Copy Editor, or Digital Content Producer.

Albany Learning Trust is a Real Living Wage employer and a disability confident committed employer.

Person Specification

Job title	Digital Communication Manager		
Grade	Scale 7 - £33,366 -£35,235 (pro rata)		
Contract	Part time and permanent (16 hours)		
Working pattern	As required		
Responsible to	IT Manager		
Responsible for	N/A		
Person Specification			
		Method of measuring	Essential or Desirable
Experience			
Experience of using social media platforms and analytics		A, I, R	E
Experience of managing a website, including basic knowledge of HTML, CSS and Google Analytics		A, R	E
The ability to suggest and implement improvements based on analytics reports		A, I, R	E
Experience of management of Squarespace, Twitter, Instagram, Facebook		A, R	D
An understanding of Photoshop, InDesign and/or Illustrator, with the ability to design digital assets and other creative imagery would also be beneficial.		A, R	D
Skills, Abilities and Knowledge			
Excellent communication skills, both written and verbal		A, I	E
The ability to manage multiple projects and deadlines with a commitment to rigour		A, I	E
The ability and knowledge to keep on-top of digital developments and trends Strong understanding of digital marketing tools and techniques		A, I	E
The ability to work quickly under pressure and manage deadlines and priorities		A, I	D
Ability to work as part of a team as well as independently to problem-solve using own initiative, adhering to corporate standards and processes		A, I, R	E
Personal Qualities			

A commitment to safeguarding and promoting the physical and emotional health and well-being of students	A, I, R	E
A belief in and commitment to equality and diversity	A, I	E
An optimistic outlook	A, I, R	E
A willingness to change, improve and innovate	A, I, R	E
A resilient growth mindset with effective strategies to cope with stressful situations	A, I, R	E
Education		
Relevant degree	A	D
Relevant professional development	A	E

ALT Support Staff Development Opportunities

Role	What can I do?	How might school support me?	CPD opportunities through Links	Opportunities through the wider community	CPD opportunities through National links
Newly appointed support staff	Consider joining a Professional Association or Union Start a continuing professional development (CPD) file Consider your career goals Become familiar with the National Occupational Standards relevant to your role Explore the school and local authority websites Visit the Training and development Agency (TDA) website for the support staff career development framework Become familiar with the Albany Way and read about the policies relevant to your role Find out about the 5 Every Child Matters (ECM) Outcomes for all children and young people	Induction to school in order to: Understand roles and responsibility within the school Understand about school policies and procedures (for example, Safeguarding policies and protocols and the named Child Protection person) Your role, your Job Description and the relevant National Standards Ensure that you understand the probationary period and the mechanisms for performance review	Visit other establishments	Attend local authority development and training courses	Skills for Life – National Literacy/Numeracy Level 2 Adult Education Move On/Learn Direct ECDL/ITQ National Vocational Qualifications

<p>Administration and finance</p>	<p>Understand the school improvement plan and the part you can play Maintain a CPD file Reflect upon the National Occupational Standards relevant to your role Consider career goals and discuss with line manager Prepare for and undertake professional development reviews as part of the schools Performance Management arrangements Indicate training needs through professional review Undertake development opportunities Enrol for Basic Skills/L2 Literacy/Numeracy if not already held Participate in mentoring new colleagues Maintain a Professional Development Portfolio</p>	<p>In addition to Induction (above): A clear and up to date Job Description which is discussed during review meetings Participate in Peer Coaching or mentoring Observation and feedback (as part of the performance management process) Peer observation (of and by peers) The school may provide a mentor to support you undertaking work based qualifications Performance management 1:1 meetings to reflect upon performance, to discuss and agree professional priorities that link with school priorities, national occupational standards and career aspirations Guidance regarding how to keep a CPD file and how it should be used to demonstrate evidence for the National Occupation Standards Opportunities to review school policies and protocols relevant to your role Job Shadowing Participation in staff meetings Opportunities to mentor less experienced colleagues Support to attend training and development identified during performance management</p>	<p>Local support staff networks Training opportunities through local networks Sharing good practice through local networks Best practice visits to other schools</p>	<p>SIMS training and support Courses available through the Local Authority PPD programme Speak to your school PPD Leader</p>	<p>As above plus ... NVQ in Team Leading Certificate in Business Administration Certificate / Diploma in School IOSH Managing Safety Qualification ILM Diploma in Business Management</p>
<p>Caretakers and site managers</p> <p>Team leaders</p>	<p>As above</p> <p>Mentor and coach new colleagues Undertake development opportunities Consider career goals and discuss with line manager Train as a Reviewer to take a role in Performance Management Seek leadership and management qualification</p>	<p>As Above plus; Provision of information through HSE information</p>	<p>Local support staff networks Training opportunities through local networks Sharing good practice through local networks Best practice visits to other schools</p>	<p>Courses available through the Local Authority CPD programme Speak to your school PPD Leader First Aid at Work Manual Handling</p>	<p>As above (top line) plus ... Certificate in Support Work in Schools Award in health and safety in the workplace Certificate in basic first aid NVQ in property and caretaking supervision Foundation Degree (eg in facilities management) www.creativeeducation.co.uk PPD specific to support staff; Technicians, Health and Safety officers</p>

					www.britsafe.org Managing Safety qualification
Cleaning and site support	As above	As above	Local support staff networks Training opportunities through local networks Sharing good practice through local networks Best practice visits to other schools	Courses available through the Local Authority CPD programme Speak to your school PPD Leader First Aid at Work Manual Handling	As above (top line) plus ... Certificate in Support Work in Schools NVQ in Cleaning and Support Services Award in health and safety in the workplace Certificate in basic first aid www.creativeeducation.co.uk PPD specific to support staff; Technicians, Health and Safety officers
Team leaders	Mentor and coach new colleagues Undertake development opportunities Consider career goals and discuss with line manager Train as a Reviewer to take a role in Performance Management Seek leadership and management qualification				
Kitchen staff	As above	As above	As above	Courses available through the Local Authority CPD programme Speak to your school PPD Leader First Aid at Work Manual Handling	As above (top line) plus ... Certificate in Support Work in Schools Award in health and safety in the workplace Certificate in basic first aid Certificate in basic and intermediate Food Hygiene Award in food safety in catering NVQ in professional cookery
Team leaders	Mentor and coach new colleagues Undertake development opportunities Consider career goals and discuss with line manager Train as a Reviewer to take a role in Performance Management Seek leadership and management qualification				

<p>Pastoral staff and Teaching Assistants</p>	<p>As above plus; Information available in LPDS publications for example, health and well-being, ethnic minority achievement. Become familiar with the Teaching Assistant standards. Oversee a Learning and Teaching project.</p>	<p>As above plus;</p>	<p>Join networks such as Chorley and South Ribble; Attendance, Equalities, Health. L2/L3 counselling and introduction to counselling qualification.</p> <p>Runshaw College - NCFE CACHE in supporting teaching and learning L2/L3</p>	<p>LPDS courses, behavior and attendance, well-being, educational visits, first aid, governor training, safeguarding, school support staff, ethnic minority achievement. Moving and Handling training</p>	<p>Best Practice Network. Support staff courses HLTA National qualifications National Leadership courses www.creativeeducation.co.uk CPD specific to pastoral staff; safeguarding officers cover supervisors Teaching Assistants Librarians</p>
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www.albanylearningtrust.com