

Digital Marketing & Content Creative

CET Grade 7 (£33,820 - £38,296, NJC points 27 - 32)

Full time (36 hours 40 minutes per week, full year).

Purpose of Post

To work within the professional marketing and communication framework for The Cranmer Education Trust (CET), working with all schools and institutions, and to develop the Trust creative strategies.

Reporting to: Trust Creative Lead & Marketing Manager

Working with: The Business Managers and Headteachers of the schools and the Executive of the Cranmer Education Trust.

Context: The creative content marketing role will drive the “creative first” approach to the growth of the Trust and school populations. The job is about new schools joining the Trust as well as pupil and student recruitment, and very much about the identity of the Trust and the manifestation of the vision, values, reputation and ethos so that at every arm of the organisation, (particularly through video and social media) is not just on brand, but on message about who we are.

Key Skills & Responsibilities

1. With Trust vision and values at the heart of communications and marketing, promotes and advises schools and institutions in CET on the Trust framework. Responsible for creating engaging and effective digital content that promotes the Cranmer brand, educational mission, and values.
2. You're a strong communicator. You will often find yourself immersed in conversations with individuals from schools.
3. Strong all round creative skills, with a portfolio/examples showcasing your work and involvement.
4. You will have a passion for visual storytelling.
5. A love of Adobe CC, all things creative and a great knack for communications and marketing planning.
6. Be a solid generalist that can be present at the start of a project, ideation phase and delivery. Supporting from a 50/50 split of creative and strategy.
7. Working closely with school operatives to promote brand, create media and support marketing strategies and campaigns.
8. Great attention to detail with a conscious mindset for consistency.
9. Be a brand guardian for each school, the Trust and the business arms surrounding the Trust. Ensuring all digital content aligns with the schools branding and visual identity but also in conjunction with the Trust.
10. A hybrid individual that has skillsets in lots of areas.
11. Work autonomously but closely with the Lead Creative and Marketing Manager to collaborate and ensure consistency across online and offline.
12. Solid network of content creators, agencies and up on emerging technologies would be great.
13. Great analytical skills, ability to use data, content and spin them into creative ideas or metrics to evaluate outcomes. Monitoring engagement and conversions of website traffic and digital marketing campaigns. SEO and Paid Marketing is beneficial but not desirable.

14. 'Application of time' mentality – someone who, if they currently can't do something, is open to apply themselves to figure it out and ask questions.
15. Growth-mindset and positive attitude.

TRUST COMMUNICATIONS

16. With the creative lead, have an overview of all communications channels, particularly through social media, making sure the content is regular, relevant and on brand.
17. Work with schools to plan calendars throughout the year, to plan relevant communications and different times of the year for pupil recruitment, staff recruitment and other events.

SOCIAL MEDIA

18. Help to develop the social media strategy for the trust, implementing accounts for schools, our teacher training arms, Manchester Nexus SCITT and East Manchester Teaching School Hub.
19. Support colleagues to develop the content for social media, schedule it and create the engagement by commenting, contributing, attributing appropriately with key audiences/customers.
20. Liaise with headteachers and communications leads in schools, SCITT and Teaching School Hub in developing and getting them on board with the whole Trust communication and marketing strategy.
21. Oversee the marketing calendar for the Trust and devise systems for schools to follow in respect of planned events and communications.
22. Advise schools on how to set up and maintain their social media calendars and schedules.
23. Carry out routine quality assurance audits of Trust social platforms, checking accounts represent the brand as well as vision and values.
24. Review the success of Trust social platform posts and paid promotions; make recommendations and give advice about what has worked and can be replicated.
25. Maintain good working relationships and channels of communication with appropriate Trust colleagues who lead on specific areas of social media.
26. Work flexibly as needed and possess the ability to work remotely.
27. Provide strategic creative, marketing and communications advice and expertise to support other communications work ongoing within the Trust.
28. Oversee the paid and organic activity across each school's channel and identify where spend would be advantageous. Understand how we organically drive content and on what social media platform is needed (dependent on audience).

BRAND COLLATORAL

29. Pivotal role in respect of a creative strategy for all CET brands.
30. Monitoring brand integrity and consistency across the Trust.
31. Driving school content and collateral packs through central systems (SharePoint)
32. Create and design brand collateral, templates and style guides (Word, PowerPoint, SharePoint)
33. Build the Trust brand, communicating with schools on uniformity, giving advice.

VIDEO AND PHOTOGRAPHY

34. Camera operative (we are currently using the Panasonic Lumix range). Good understanding on using the correct lenses, lighting and audio

- 35. Video editing including splicing, sound editing, colour grading, transitions and motion. Experience in using Premier Pro and After Effects (After Effects and motion is beneficial but not essential)
- 36. Be able to render footage at the right output settings for the correct
- 37. Image editing. Using Lightroom/Photoshop to enhance photos

GRAPHIC DESIGN

- 38. Strong layout, typography skills
- 39. Great all-round experience of using Photoshop, Illustrator and InDesign
- 40. Be expected to edit and enhance master design documents.

WEBSITES

- 41. Proficient in Wordpress or experience in other Content Management Systems.
- 42. Maintain and updating all areas of all our websites. Oversight of website creative strategy, work with external partners.
- 43. Ideation on written and creative content.
- 44. Review of websites for compliance purposes making changes where necessary.
- 45. Review and quality check websites for vision, value and brand representation.
- 46. Support and develop staff in schools and teams with content management training and support, teach and grow the skillset widely. Encourage colleagues to provide support to each other.

EVENTS

- 47. Support Headteachers (or Head of Sixth Form, SCITT, TSA etc) with strategic **advice** about holding events and optimising communications and marketing, including virtual events.
- 48. Have an oversight of presentation materials and advise on correct corporate branding.
- 49. Experience in webinars/podcasts would be beneficial but not essential

STRATEGIC SUPPORT

- 50. Be able to ideate with the Lead Creative & Marketing Manager to plan, form central calendars and systemise processes. Keep a close eye on each schools teams channel and understand what needs to become a project and how to plan it around priority objectives.
- 51. Advise headteachers, service Managers (e.g. HR) and coach relevant teams, enabling others and if necessary, instructing or training others.
- 52. Strategically support the Trust HR Manager with workforce and recruitment promotions.
- 53. Maintain contact and relationships with 3rd party suppliers e.g. consultants, video producers, photographers to be able to recommend options for schools' media requirements.

STANDARD DUTIES

- 1. To understand the importance of inclusion, equality and diversity, both when working with pupils and with colleagues, and to promote equal opportunities for all.
- 2. To uphold and promote the values and the ethos of the Trust.
- 3. To implement and uphold the policies, procedures and codes of practice of the Trust, including relating to customer care, finance, data protection, ICT, health & safety, anti-bullying and safeguarding/child protection and to maintain high standards in your own attendance and punctuality.
- 4. To take a pro-active approach to health and safety, working with others in the Trust to minimise and mitigate potential hazards and risks, and actively contribute to the security of the Trust, e.g. challenging a stranger on the premises.

5. Participate fully in staff training and development opportunities including attendance at staff meetings, and work to continually improve own and team performance, and that of the schools, sharing skills and expertise with others as required.
6. To attend and participate in relevant meetings as appropriate.
7. Perform any other additional duties commensurate with the post as determined by Creative Lead & Marketing Manager/COO/CEO.

The job description is current at the date shown, but, in consultation with the postholder, it may be changed by the COO/ CEO to reflect or anticipate changes in the job which are commensurate with the job title and salary weighting.

This post is subject to an enhanced DBS disclosure check through the Disclosure & Barring Service.

Digital Marketing & Content Creative	Essential / Desirable	How identified (A/I/T)
Qualifications		
Qualified in or qualified by experience in at least one creative discipline e.g. graphic design, filming, photography or videography	E	A
Minimum of grade C in GCSE Mathematics and English Language or equivalent	E	A
Experience		
Experience of marketing and communication	E	A / I
Experience of digital content creation	E	A / I
Experience of video, editing and motion	D	A / I
Experienced in achieving commercial outcomes balancing quality and cost but with the recognition of the bigger picture of the Trust	E	A / I
Can develop and maintain systems to review objectives and goals and can develop plans and timescales to develop services	E	A / I
Researching, generating, writing and distributing proactive press releases to targeted media	E	A / I
Experience of generating, issuing and monitoring social media	E	A / I
Experience of writing for different audiences and different media	E	A / I
Experience of independently researching what works in the sector and recommend application to Trust processes and procedures	E	A / I
Skills and Abilities		
Ability to tailor communication and creative style to different audiences	E	A / I
All-round Hybrid creative skillset	E	A / I
Ability to work confidently and assertively with a range of stakeholders to manage expectations and achieve successful outcomes	E	A / I
Ability to ideate and plan well	E	A / I
Great strategic planning	E	A / I
Ability to support and develop others, providing guidance to less experienced staff, e.g. school based administrators	E	A / I
Strong written English and the ability to produce written documents which are clear and appropriate to the audience	E	A / I

Encourages ideas from others to help develop solutions to problems	E	A / I
Ability to be highly organised in pressured working environments and to maintain attention to detail	E	A / I
Ability to work flexibly including responding to pressure points and changes in workload	E	A / I
Ability to proactively seek out tools to improve collaboration	E	A / I
Ability to work independently and to tight deadlines	E	A / I
Ability to manage web content	D	A / I
Ability to write copy for adverts, prospectuses, job descriptions/person specifications and press releases	D	A / I
Knowledge		
Knowledge of the Adobe Creative Cloud	E	A / I
Knowledge of Office365, experience with a communication tool such as Slack or MS Teams and knowledge of using programmes such as Asana, or MS Planner	E	A / I
Personal		
Support fully and with integrity the ethos of the Trust	E	A / I
A positive approach and maintains focus on priorities	E	A / I
A flexible, creative and pro-active approach to complex issues, plans ahead	E	A / I
High standards of personal accuracy, taking pride in work	E	A / I
Resilience	E	A / I
A willingness to work with people from a wide range of backgrounds and a thorough understanding of how to foster community and make people feel included	E	A / I
A confident manner and an understanding of how to relate to people in a relaxed way that will put them at ease	E	A / I
A problem-solving creative and ideas driven attitude to all work situations	E	A / I

A = Application, I = Interview, T = Task

N.B any candidate with a disability who meets the essential criteria will be guaranteed an interview