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## JOB DESCRIPTION

**JOB TITLE:** Digital Support Executive

**CONTRACT:** Permanent

**HOURS:** 36 hours per week | 52 weeks

**SALARY:** SCP 24 - £32,881

### Digital Support Executive

Future Academies, a high performing multi-academy trust with academies in Hertfordshire and London, is seeking a Digital Support Executive to create and curate content and deliver digital campaigns across our social media channels and beyond.

Through our communications, we connect with our staff, our parents, our community as a whole, and key stakeholders and decision makers to amplify Future Academies' brand and key messages.

This is a busy, hands-on role within Future Academies' Development team, providing day-to-day content for our social media channels and working on longer-term content-creation projects for strategically focussed activity.

We are looking for a self-starter with strong editorial judgement, bags of creative ideas and the ability to curate and evolve our content.

Strong education awareness, an understanding of the importance of social media as a public relations tool, and previous experience of creating digital content and day-to-day collaboration of social media accounts are highly desirable.

In addition, the successful candidate will be required to use analytics tools to evaluate meaningfully the impact and measurable outcomes of specific digital communications.

### About Future Academies

Future Academies is a rapidly expanding group of Academy schools consisting of ten schools, seven secondaries and three primaries, based in London and Hertfordshire. All schools have been rated Good or Outstanding at their first inspection since joining the group.

Future Academies also runs a SCITT, rated Outstanding and the best in London, and a Curriculum Centre which develops curriculum materials for its schools. As part of "growing our own" teachers, Future Academies offers the prestigious Future Teach scholarship programme to recruit graduate subject specialist teachers. Future Academies has very high aspirations for its pupils. It specialises in a knowledge-rich curriculum and substantial education enrichment activities for its pupils.

Our network of ten schools in the UK achieves great results in some of the most disadvantaged areas of the country, tackling some of the most challenging issues in education.

Our vision is for Future Academies to become an educational beacon, lighting the way towards educational excellence and social mobility. This vision is best encapsulated by our trust motto, *Libertas per cultum* ('freedom through education'). We believe that a good education is the cornerstone for social mobility, providing children with the tools they need to lead purposeful and fulfilling lives.

When functioning properly, an education can be empowering, furnishing students with the choice and freedom required to succeed on whichever path they choose to pursue.

Crucially, a good education can level the playing field, providing less advantaged students with the same opportunities as those enjoyed by their peers. Education is the great leveller, ensuring that neither birth nor background will constrain a child's chances in life.

To become a national leader of educational excellence is an ambitious vision. However, when we all work together as a team, it is one that we believe is eminently achievable.

## The Role

An excellent role, providing the opportunity for a talented, articulate and capable individual to undertake an extensive portfolio of activity. Working to the highest standards, the role offers both a challenging and rewarding opportunity.

The Digital Support Executive is a vital role to help shape and promote Future Academies story of excellence and innovation in education. The role would involve working closely with the Executive Team and senior members of the Trust to support them to develop and execute plans, draft documents and follow up on actions.

You will help curate, produce and share our output, including our written publications, both hardcopy and digital.

You will collaborate on the day-to-day social media across multiple platforms including; Twitter, Facebook, Instagram, LinkedIn and YouTube. This will include proactive organic posts and campaigns (for example, moving image, audio, graphic and text-based content), ensuring that content meets the organisation's brand guidelines and tone of voice and engaging with posts by key stakeholders at the advice of internal specialists, where appropriate.

We are looking for a Digital Support Executive with exemplary digital media skills and excellent attention to detail. You will work closely with the office of the Chief Executive, our Curriculum Centre and SCITT, in order to help shape the team's priority written content. You will be expected to copy-edit to ensure that this content follows the style guide and is clear and accessible. You will help authors draw out the key points, whilst maintaining balance and often working on several publications in a week, and to short deadlines.

We are working to improve the accessibility of our content to make sure that it meets the needs of all our readers and is inclusive and representative of the diverse communities that Future Academies represents. You will play an important role in this, sharing your knowledge of writing for the web, search engine optimisation, alternative formats and the needs of diverse audiences.

## Key Responsibilities

- To professionally develop the digital communications element of the Trust's communications strategy in support of the Trust's objectives.
- Develop content including social media posts and blogs, with a curriculum first purpose, driving engagement with key messages.
- Create and edit video and audio content using iPhone or professional camera and edit using apps and editing software for social media, including stories and social media TV.
- Create inspiring and engaging social media graphics, including animated graphics using a range of software and apps, at speed.
- Ensure all content meets and surpasses best practice in terms of inclusive communications.
- Develop, relaunch and curate Future Academies' YouTube channel and advise how new platforms could add value to the PR mix and develop these.
- Work with the web team to ensure that the organisation's websites and microsites are fully integrated with social media and utilise content on these sites across social media as appropriate.
- Use Google Analytics to measure user journey to the site from social media.
- Develop and create content and digital campaigns that involve Trust Leads where possible, developing a strong relationship with them and ensuring compliance with the UK General Data Protection Regulations (UK GDPR).

- Plan and develop content that furthers Future Academies' key policy messages, working in collaboration with relevant communications, policy and Trust Leads in those areas.
- Lead on the production of internal videos including filming or facilitating filming of lessons for CPD, filming productions, editing videos to a professional standard and storing these for easy access.
- Develop a filming schedule for marketing material, planning and producing video marketing for admissions, staff recruitment and external events.
- Manage the theatre spaces across the Trust; develop a lettings plan with local schools and improve the equipment available.
- Improve the learning environments for students and staff, including upkeep of lighting and sound equipment.
- Offer technical support across the Trust and increase performing and technical theatre opportunities.
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- Support in the development of online communication, including the Trust's intranet and website.
- Take ownership of and develop a new digital asset library including stills, moving image, audio files, and related UK GDPR and compliance.
- Work as part of internal policy portfolio teams across media, public affairs and policy, to plan and implement the best social media communications around new Trust policy initiatives and reports; being creative and innovative.
- Conduct surveys, focus groups and other activities to support the evaluation of communications and to inform of future activities.
- Contribute to the production of promotional materials including web content, brochures, leaflets and posters.
- Develop impactful media and social media plans that support FA's mission and values and promote the organisation's reputation as a thought leader in education.
- Shape internal communication plans that help inform and inspire all those working across the Future Academies family.
- Create high quality content that proactively tells FA's story and shapes an effective presence on social and digital media channels that connects with key external audiences and stakeholders.

## Person Specification

- Excellent written and verbal communications skills with the ability to spot good stories and create impactful content for a range of audiences.
- The position requires a self-starter who can multitask a wide variety of duties to support the Trust's various redevelopment opportunities. The individual must be able to work in a fast-paced environment, able to adjust to changing priorities and manage deadlines.
- The ideal candidate for this role will be educated to degree level and have a high level of attention to detail. Strong administration skills and basic knowledge of MS Office (particularly Excel, Outlook and Word) are essential.
- Experience of delivering digital content and campaigns for a high-profile brand with multiple stakeholders; including scroll stopping and shareable content.
- Experience of streaming live events across digital platforms such as Facebook Live, YouTube, Instagram TV.
- Experience of day-to-day collaboration of social media channels for a brand.
- Experience of producing social media analytic reports.
- Experience of using digital analytic tools and insights.
- Understanding of inclusive communications practices and how these are applied to all activity.
- Skill to shoot, edit and post content on iPhone and/or similar.
- Skills to create and edit video content for multiple platforms.

- Experience of successfully editing research, or other written content to tight timescales. Understanding of the techniques and tools used to improve the accessibility of written and other visual content across multiple publication formats (e.g. web, PDF, hard copy).
- Experience of using interpersonal skills to build positive working relationships and influence people at all levels within an organisation.
- Understanding and awareness of how to promote the principles of diversity, inclusion and equality in research or other written content.
- Strong media relations background and expertise in managing digital channels.
- Highly motivated and driven by FA's strong social purpose.
- Due to the nature of the role, it is essential to maintain a discreet and professional relationship with staff acting accordingly with sensitive material and information.
- Future Academies is committed to safeguarding and promoting the welfare of children and young people and expects all members of staff and volunteers to share this commitment. You will require an Enhanced Disclosure and Barring Service check for this post.

## We Offer

- High-quality professional learning throughout your career with us and a variety of training sessions and experiences designed to meet the needs of you and your team
- Career average pension scheme
- Access to a range of discounts through Perkbox Rewards Scheme which includes reduced gym memberships, discounts at major retailers and travel loans

Please apply with an up-to-date CV and a covering letter explaining why this is the role for you. Applications to be submitted by 10am on Monday 15<sup>th</sup> February but please note: *we will be reviewing applications on an on-going basis and this advert may close earlier than advertised depending on the level of response, early applications are encouraged.*

## Key Information

- Closing date: 10am, Monday 01<sup>st</sup> March 2021
- Start Date: 19<sup>th</sup> April 2021
- Location: Future Academies, South West London
- Salary: SCP 24 - £32,881
- Contract: Permanent
- Interviews: w/c 15<sup>th</sup> March 2021