



**The Cam Academy Trust**

**Director of Communications and Partnerships**

**Candidate Information Pack**



# WELCOME FROM THE CHIEF EXECUTIVE

Thank you for your interest in joining The Cam Academy Trust. It's a great time to join our team, as we enter a new phase of development and really look to the future.

I feel highly privileged to take on the role of Chief Executive at this time. I know that we will be able to build on the current success of The Cam Academy Trust so we can be a truly exceptional community of schools.



We are a values-driven community of schools – our six principles underpin all that we do – and we're committed to excellence. As a teacher myself, and someone who has benefited hugely from a great education, I absolutely believe in the transformational power of what we do in schools. This is particularly important for our most vulnerable young people, those who could become marginalised and not reach their potential due to their background or learning needs. It is up to us to make sure that doesn't happen.

Vibrant learning communities are built when pupils of all abilities and backgrounds thrive together, and a truly excellent education enables choice and agency for all children. This is at the heart of our comprehensive principle.

We want people on our team who are excited by the prospect of having a deep and lasting impact on the lives of young people. We want people who are honest, curious, intellectually rigorous and committed to the challenges and opportunities of innovation and collaboration. We also want people who are committed to contributing to the wider education system.

As Chief Executive, I am committed to raising standards for young people, in a sustainable way through a strong MAT operating model and an insistence on excellence whilst understanding that schools need to retain their unique identity so they can be at the heart of their communities. I also know that investing in all our people is critical to success. It is our leaders, teachers and school staff that make the difference for children every day.

Join our team and we will ensure that the six principles of The Cam Academy Trust remain at the heart of the Trust and deliver 'excellence for all', enabling all pupils and staff to thrive. If this excites you; we want to hear from you!

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**Claire Heald**

# ABOUT US

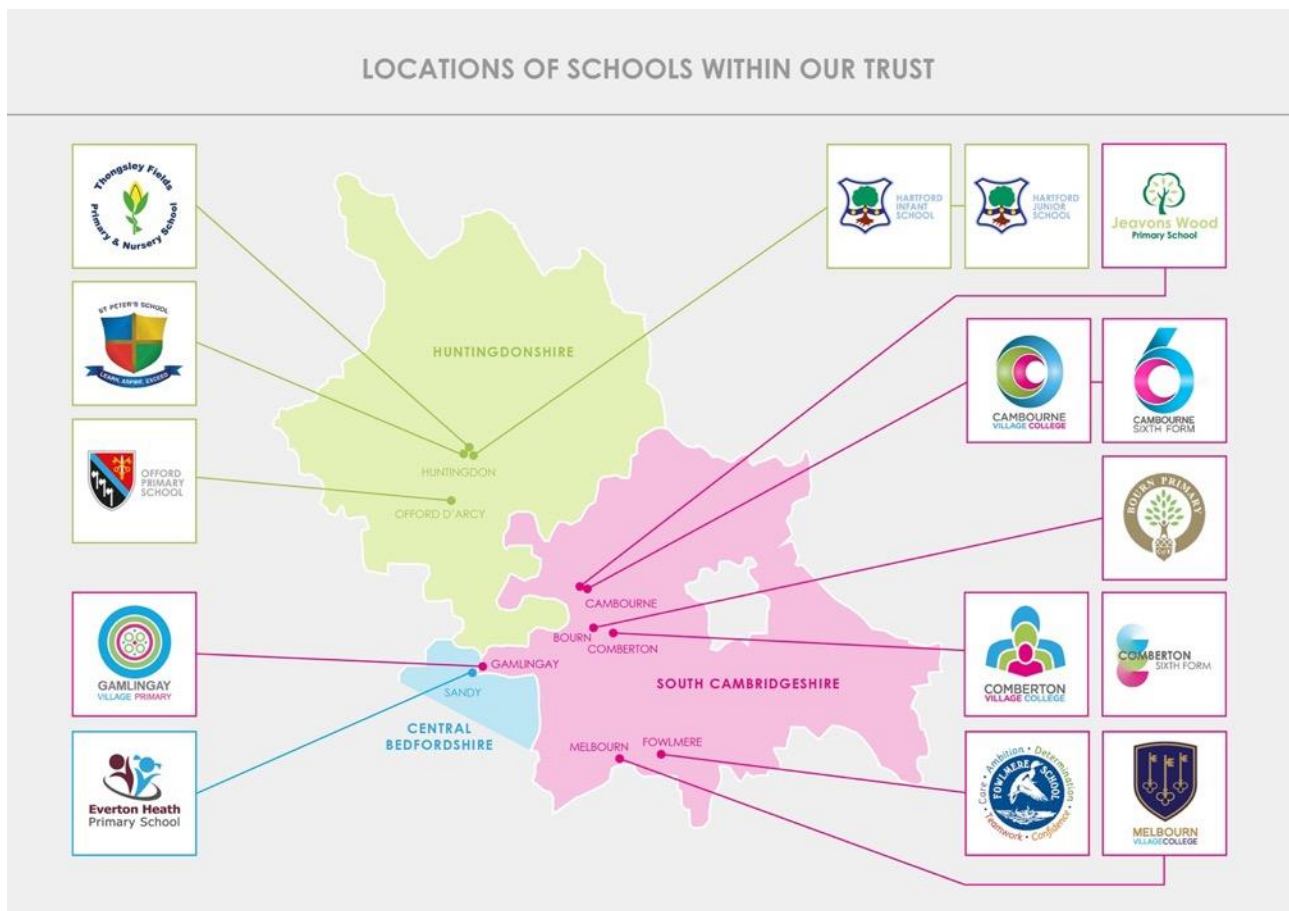
The Cam Academy Trust was formed in 2011.

The Trust is currently made up of seven primary phase schools and four secondary schools, three of which have Sixth Forms. We are excited that a third Sixth Form is due to open at Cambourne Village College in 2024.

Our Primary phase schools are Everton Heath Primary School (just inside Bedfordshire), Gamlingay Village Primary, Jeavons Wood Primary School, Cambourne, Offord Primary School, Offord D'Arcy, Hartford Infant and Pre-School, Hartford Junior School and Thongsley Fields Primary and Nursery School, Huntingdon. Bourn Primary Academy joined as the first Associate Member in 2021.

Our Secondary schools are: Comberton Village College (and Sixth Form), Cambourne Village College (and Sixth Form), Melbourn Village College and St Peter's School (and Sixth Form), Huntingdon.

We are entering a period of potential growth for our family of schools.





# ABOUT US

*Continued*

## CTSN SCITT

The Cam Academy Trust strongly supports the training of new teachers to become qualified members of the teaching profession. It does this through its extensive and significant role as the accredited organisation of [Cambridge Training Schools Network](#) [CTSN] SCITT.

As a school-based provider of initial teacher training, CTSN SCITT is very much grounded in the life of its local schools and its tutors are experienced practising teachers drawn from, not only Cam Academy Trust schools, but also a wide network of schools across the region. There are over 100 trainees training with the SCITT this academic year across its primary, secondary, part-time, full-time, salaried, and non-salaried routes. It is notable that 47% of the secondary trainees teachers are in shortage subjects. Such is the strength of CTSN's reputation; over the last three years more than three-quarters of its trainees were employed in local schools.

## Maths Hub

The Cam Academy Trust is proud to be the base for the [Cambridge Maths Hub](#) which is promoting excellence in maths teaching across Cambridgeshire, Peterborough, West Suffolk, King's Lynn and West Norfolk. The Hub supports teachers to improve educational standards for students in our region from the youngest child in Early Years to Post-16 students.

The Cambridge Maths Hub offers free, high-quality Professional Development to Maths teachers across the Hub area.

## The Cabins

Our [Cabins](#) work in close partnership with schools to provide autistic students with an opportunity to be educated in mainstream settings.

We set high expectations for students but provide significant support from highly skilled and caring staff whose dedicated support helps pupils to cope with the challenges that they face

All our cabins strive to ensure that every pupil attains the highest possible academic achievement and that they consistently experience innovative and inspiring teaching.



## THE VACANCY

### DIRECTOR OF COMMUNICATION & PARTNERSHIPS

The Cam Academy Trust is looking to appoint a Director of Communication & Partnerships to be responsible for communications and the development of strategic partnerships. The successful post holder will lead on communication, engagement and marketing, as well as working in partnership with our stakeholders, local communities and service providers.

The post-holder will be a key member of the Trust leadership team. They will be committed to sustainable excellence and will develop and deliver a highly effective communication and engagement model for our schools and trust.

The successful post holder will play a critical role in supporting the organisation as we enter a new phase of development with an increasing emphasis on effective communication and partnership working. The successful candidate will be an experienced, strategic leader with a strong understanding of what it takes to communicate effectively across an organisation. They will need to be comfortable working in fast-paced and often unpredictable environments, managing complex and evolving stakeholder relationships and be a natural collaborator, both inside and outside of the organisation. They will ideally have an understanding of pupil recruitment and have experience working with school leaders in a multi academy trust context.

This role is for a September 2024 start, however the most important thing for us is to find the right, values aligned person for this key role.

This role has been created as a result of the expansion of the trust central team and it presents a unique opportunity to make a significant impact on the whole trust strategy. It will provide the successful candidate with the opportunity to have a key leadership role in a successful multi academy trust.

Thank you for your interest in joining The Cam Academy Trust.

The Cam Academy Trust is committed to safeguarding and promoting the welfare of all children and young people. We expect all staff to actively share this commitment. All adults working in our Trust in whatever capacity will be part of a thorough safer recruitment process. All appointments will be subject pre-employment checks including the taking of satisfactory references and enhanced criminal record clearance (via the Disclosure and Barring Service) in line with the need to create and maintain a safe culture.



## HOW TO APPLY

To apply for this position, please submit your completed application form to Claire Heald and send to [Tania Tull](#), Trust HR Manager by midday on Friday 26 July.

Please navigate to the Trust [website](#) for an application form.

Please note that we do not accept CVs.

Interviews will be offered to those applicants who best demonstrate how their skills, abilities and experience meet the person specification, taking into consideration the job description for this position.

We reserve the right to interview and appoint prior to the advert closing date. With this in mind, we encourage you to apply as soon as possible.

If you have any questions about this role please contact [Tania Tull](#) in the first instance.

Thank you for your interest in The Cam Academy Trust.



# JOB DESCRIPTION

## DIRECTOR OF COMMUNICATION & PARTNERSHIPS

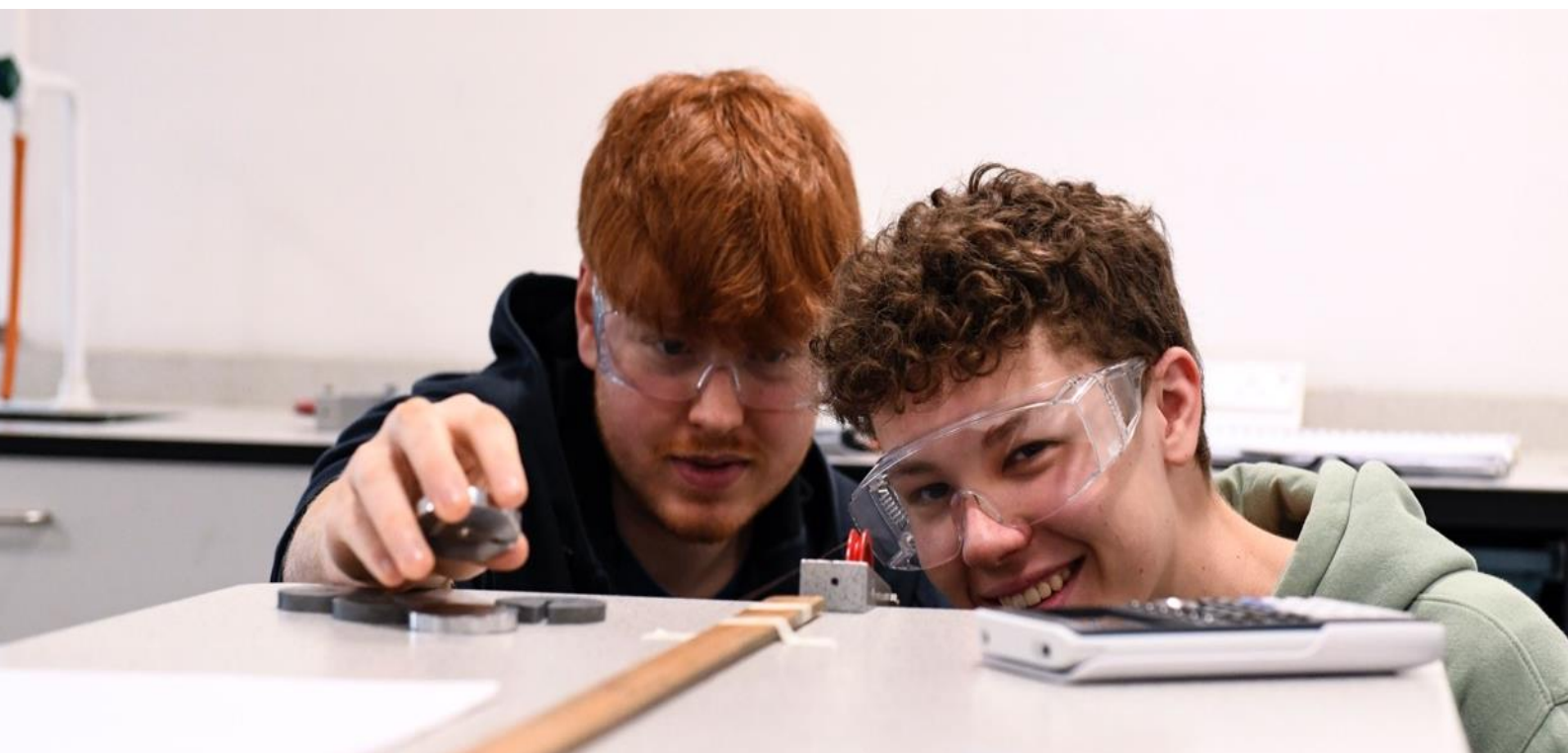
### Job Details

<b>Contract:</b>	Permanent
<b>Salary:</b>	£65,010 – £69,970 fte
<b>Hours:</b>	37 hours per week / 52 weeks per year
<b>Work Location:</b>	The Cam Academy Trust, Head Office, Comberton Village College, Cambridgeshire (with travel to schools across the trust and some remote working)
<b>Reporting to:</b>	Chief Executive Officer

### Purpose of the Role

Effective communication is a critical part of any organisation becoming high performing. 'Partnership' is one of our core organisational principles. As such, this role will be a key leadership position for Cam Academy Trust. The post-holder will lead on the overall management of both internal and external communications and manage key external partnerships across the Trust.

The post-holder will work collaboratively with Trust leaders and headteachers, leading on marketing and brand management. They will develop and lead on our communication strategies and ensure strong stakeholder management, building and maintaining effective external partnerships. This work extends to the partnerships we hold with our own people and workforce and to our school communities. An important strategic purpose of the role will be to lead on pupil recruitment and marketing. The Director will ensure that our approach to communications and partnerships is aligned with our principles and values.



## Six Core Principles

At the heart of our work lie the six core principles of The Cam Academy Trust.

These drive everything that we do.

### The excellence principle

Educational provision must be excellent. Reasonable or even 'Good' is not good enough. We seek the very best education for all pupils in our schools. This implies that academic progress will be very high for all of our pupils however it is measured. Very specifically, we aspire towards pupil progress measures that would suggest our schools have pupil progress measures in the top 5% nationally.

### The comprehensive principle

We hold to the comprehensive ideal for our schools. This implies that our schools accommodate pupils of all types, including all types of academic starting points and abilities. We are clear that all pupils of all abilities can thrive and make excellent progress in the same school. It is for us to ensure that this is a reality. As well as all individual pupils of all types excelling in our schools, we believe that pupils benefit from sharing their education with pupils of all types from all backgrounds. This is seen as part of the educative process.

### The broad education principle

Education in our schools should be broadly based and incorporate a broad educational experience for all pupils. This includes strong provision of the Arts, Sport and Physical Education and Technological Education as well as academic subjects. It sees personal development, well-being, leadership, creativity and citizenship for every pupil as core to educational provision. Wider education, often achieved through enrichment and extra curricular activities, is also vital. It is often through this that key skills and attributes are developed in young people that we see as fundamental to their development as young citizens. It means that programmes such as the Duke of Edinburgh scheme are common in our schools.

### The community principle

We are clear that our schools should be at the heart of their communities. This outlook might reasonably be characterised as the 'Henry Morris' vision for schools. We want our schools to be more than 'just schools'. Our schools provide significant value added to their local communities and they provide facilities and services that are available to all in their communities throughout the day, week and year. It is common for there to be thriving adult education programmes run from our schools as well as many other community activities and groups. Safeguarding the young people in our schools is our foremost priority. This can readily identify where pupils need help and provide it quickly. We will also prioritise support for the wellbeing of members of our community, including our staff

### The partnership principle

We expect our schools to work in partnership with others for mutual benefit. It is not acceptable for our schools to be islands and seek to plough their own furrows. It is right to work with and support others and we know that schools do better by seeking to behave in this way. Most obviously this applies to other schools in the Trust. At the heart of our Trust is the educational value added that can benefit our schools through the sharing of ideas and resources. However, the partnership principle goes beyond the Trust and implies that our schools will work with other schools (rather than separately from or in competition to them) as there is benefit to all in doing this. Further, we seek to partner other organisations where there can be mutual benefit in so doing.

### The international principle

All our schools should have a clear international emphasis in their educational provision both within and beyond the formal curriculum. A strong international aspect to all young people's education is seen as crucial both in its own right as a proper part of any meaningful education and because it is crucial for the positive functioning of all societies. This clearly means a firm commitment to the quality teaching and learning of foreign languages in all our schools. However, it means more than that in terms of international themes running through the curriculum in our schools and rich extra-curricular international opportunities including trips and exchanges. Our schools work towards achieving the British Council International Award. These fundamental principles guide the aims and values of all of the Academies in our Trust.



## Responsibilities of the role

Responsibility	Objectives
<b>Ensuring high quality communication</b>	<ul style="list-style-type: none"> <li>• Overseeing communication efforts, including internal and external communications</li> <li>• Specific leadership of internal communications including ensuring effective feedback loops</li> <li>• Working with the Trust leadership team to develop strong internal messaging, ensuring this aligns with organisational principles and values.</li> <li>• Effective communication with external communications agencies e.g. crisis comms support, in liaison with the Chief Executive</li> <li>• Developing brand and style guidelines</li> <li>• Building communication plans that share clear objectives, timelines and information</li> <li>• Reviewing and sometimes writing newsletter and brochures.</li> <li>• Oversight of websites and social media plans, in partnership with schools</li> <li>• Planning, coordinating and implementing Trust events (working with and coordinating Trust and school staff to do so)</li> </ul>
<b>Supporting pupil and people recruitment</b>	<ul style="list-style-type: none"> <li>• Support schools in developing effective marketing and recruitment plans to boost pupil recruitment</li> <li>• Supporting schools with positive messaging and local stakeholder management</li> <li>• Support HR teams to develop effective and innovative recruitment campaigns and events</li> </ul>
<b>Leading on partnerships</b>	<ul style="list-style-type: none"> <li>• Holding key relationships with strategic partners, attending external meetings and events as appropriate to maintain these</li> <li>• Ensuring a deep understanding of potential partnerships in the education sector, including other MATs, teaching school hubs and leadership and development providers.</li> <li>• Working with the Trust leadership team to develop and maintain external partnerships</li> <li>• Ensuring clear oversight and recording of strategic partnerships</li> <li>• Working with teams and leaders in other functions, such as estates and governance, to ensure strong partnership working, with community groups for example.</li> <li>• Line management of governance function, ensuring our approach to governance fosters strong community partnerships</li> </ul>
<b>General Responsibilities for all Staff</b>	<ul style="list-style-type: none"> <li>• To consistently uphold the Trust's core principles</li> <li>• To work in a co-operative and polite manner with all stakeholders and visitors to promote and enhance the reputation of the academies and Trust.</li> </ul>

	<ul style="list-style-type: none"> <li>• To work with children and young people within the framework of the academy in a courteous, positive, caring, and responsive manner.</li> <li>• To take an active and positive role in the Trust's commitment to the development of staff, undertaking training as required.</li> <li>• To act in a professional way that is consistent with the values and expectations of the Trust.</li> <li>• To be responsible for promoting and safeguarding the welfare of children and young persons.</li> </ul>
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The Cam Academy Trust is committed to safeguarding and promoting the welfare of all children and young people. We expect all staff to actively share this commitment. All adults working in our Trust in whatever capacity will be part of a thorough safer recruitment process. All appointments will be subject pre-employment checks including the taking of satisfactory references and enhanced criminal record clearance (via the Disclosure and Barring Service) in line with the need to create and maintain a safe culture.



# PERSON SPECIFICATION

## DIRECTOR OF COMMUNICATION & PARTNERSHIPS

	Essential	Desirable
Experience		
Relevant experience within an education (ideally a MAT) and / or charity environment.	Y	
Experience of working with the ICO guidelines for GDPR	Y	
Experience managing teams effectively, through both direct line management and ideally more widely across an organisation		Y
Experience managing relationships with wider stakeholders and partners, such as local governance, community groups, other schools and MATs, teaching schools hubs and DfE		Y
Experience of managing effective internal communications and also internal/external campaigns	Y	
Experience maintaining websites, including content management	Y	
Experience of large- and small-scale events management, including coordination of teams, and logistics	Y	
Knowledge		
Good knowledge of the schools system	Y	
Good knowledge of governance in schools and ideally a MAT	Y	
Knowledge of the characteristics of effective governance, and the ability to evaluate these in practice	Y	
Awareness of current issues and thought leadership relating to schools and MATs	Y	
The ability to solve problems and proactively anticipate challenges	Y	
Highly effective influencing and enabling skills	Y	
The confidence to work at the most senior levels of the organisation and to appropriately challenge the status quo	Y	



High level communication and IT skills	Y	
High level strategic planner with excellent organisation skills that has the ability to coordinate the work of others	Y	
Commercial acumen		Y
Good interpersonal/relationship building/stakeholder engagement skills	Y	
Excellent communication skills - both written and verbal - and ability to act as an ambassador for the Trust	Y	
Attributes		
Personal integrity and commitment to <a href="#">the principles of public life</a>	Y	
Commitment to maintain confidentiality at all times	Y	
Ability to manage and make decisions independently	Y	
Ability to lead others, coach, motivate and inspire others	Y	
To remain calm and resilient under pressure	Y	
Commitment to the six core principle of Cam Academy Trust, including a commitment to inclusion	Y	
A commitment to the highest professional standards	Y	
A flexible 'can do' outlook and a commitment to continued personal and professional learning and modelling this to others	Y	

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# BENEFITS

We offer the following benefits, designed to promote your wellbeing and make your time with The Cam Academy Trust satisfying and rewarding.

## Core benefits

- Holiday – Up to 30 days' paid holiday a year plus bank holidays for full time non-teaching staff (statutory leave for teaching staff)
- Paid leave – enhanced sick pay, maternity pay, and adoption leave pay (linked to service) and paid leave for unforeseen personal situations
- Pension – a generous defined benefit pension with the **Local Government Pension Scheme**
- Death in service payment – lump sum payment and an ongoing pension for your partner & children (subject to conditions & membership of our pension scheme)

## Health and wellbeing

- Employee counselling and support – free, independent 24/7 help and advice for work-related issues, as well as problems affecting your home life
- Environment – good working environment with excellent facilities (facilities may differ from school to school)

## Professional development

- Professional development – full and part-funded training courses and a wide range of learning opportunities available to all staff

## Employee discounts

- Car parking – free and on-site
- Hot drinks – tea & coffee making facilities provided for all staff
- Cycle-to-work scheme – save £££ on a new bike and accessories
- Subsidised gym membership at Comberton Sports and Arts

## Work-life balance

- Flexible working – all staff can make a request to work flexibly



**The Cam Academy Trust**

Head Office | Comberton Village College

West Street | Comberton | CB23 7DU

[info@catrust.co.uk](mailto:info@catrust.co.uk)

[www.catrust.co.uk](http://www.catrust.co.uk)