

Job Description

JOB TITLE	Graduate Communications & PR Officer
JOB FAMILY	Thinking Creative
PHASE	Central
REPORTING TO	Head of Brand Strategy and Partnerships

Job Purpose

To support the development and delivery of brand, marketing and communication campaigns across Thinking Schools Academy Trust (TSAT) and its trading subsidiary, Thinking Solutions for Education. The postholder will help raise the profile and strengthen the reputation of both internal and external school partners, promoting engagement with key audiences including staff, students, parents, and wider community stakeholders.

Duties and Responsibilities

Communications, PR & Reputation

- Develop termly/annual communications plans mapped to Trust priorities and calendar; set objectives, audiences, messages and KPIs.
- Deliver campaigns that raise the profile of the Trust and schools ensuring consistency of voice and standards.
- Identify positive PR opportunities; draft press materials and coordinate with the Trust's PR partner to pitch to local, regional and national outlets.
- Support crisis communications by preparing facts, lines to take and approvals.
- Support the delivery of high-level brand, marketing and communications campaigns for our schools, ensuring they have a good reputation and relationships with the communities they serve. You will work with senior leaders, regional communications leads, school administration teams and our various departments

Digital & Content

- Write and edit content for Trust and school websites, social channels, newsletters and email which are clear, accurate, accessible and on-brand.
- Keep websites current and usable; apply basic SEO good practice to improve journeys and traffic.
- Oversee posting on Trust channels and coach schools on cadence, messaging, accessibility and continual improvement.
- Produce simple creative assets (e.g. in Canva) and support short-form video where helpful.
- Increase engagement across digital, traditional and in-person channels and stakeholder group.

Commercialisation, Partnerships & Income Generation

- Support the Head of Brand Strategy to market our trading subsidiary, Thinking Solutions for Education and help take Thinking Creative to market to raise its profile across the education sector.
- Design engagement tactics aligned to each school's vision and values to grow event attendance, improve grant success rates and build local advocacy.

- Support proposals, bids and tenders: gather inputs, craft clear narratives, proof for tone and accuracy, coordinate submissions, and track outcomes.
- Cultivate partnerships to create co-marketing opportunities and generate leads.
- Produce termly reports on campaign delivery, channel engagement, website performance and PR outcomes; recommend next steps to the Head of Brand Strategy and Partnerships.
- Contribute to income generation for our schools by supporting the work we do to develop proposals, bids and tenders for grants and sponsorships.

Reporting, Quality & Ways of Working

- Maintain organised workflows with built-in QA; uphold accessibility, safeguarding and data-protection standards.
- Support SPaG checks and peer reviews; help improve templates, playbooks and training materials for school comms leads.
- Monitor the comms/enquiries inbox and keep stakeholder queries moving.

Collaboration

- Build and maintain excellent working relationships with PAs, office managers, headteachers and SLTs; meet regional leads termly to align priorities.
- Contribute to department-wide projects (e.g., admissions campaigns, promotional video) as required.
- Work cohesively within a hybrid team across regions to ensure consistent, high-quality output.

Generic Duties relevant to all members of Staff

Working with colleagues and other relevant professionals

- Communicate effectively with other staff members, customer and service users.
- Collaborate and work with colleagues and other relevant professionals within and beyond the Trust.
- Develop effective professional relationships with colleagues.

Professional development

- Help keep their own knowledge and understanding relevant and up-to-date by reflecting on their own practice, liaising with their line manager and identifying relevant professional development to improve personal effectiveness.
- Take opportunities to build the appropriate skills, qualifications, and/or experience needed for the role, with support from the Trust.
- Take part in the Trust's appraisal and performance management procedures.

Personal and professional conduct

- Uphold public trust in the education profession and maintain high standards of ethics and behaviour, within and outside school.
- Have proper and professional regard for the ethos, policies and practices of the Trust, and maintain high standards of attendance and punctuality.
- Demonstrate positive attitudes, values and behaviours to develop and sustain effective relationships with the Trust community.
- Respect individual differences and cultural diversity.

The Trust

- The ethos of our Trust is "Transforming Life Chances". All staff are expected to be committed to this aim in everything they do.
- It is expected that all staff work collaboratively as members of the Trust to share good practice, resources and ideas and realise the Trust's visions and aims. All staff should act with professional integrity at all times, following the "Code of Conduct".

- You will be based at one of our Central Hubs, however, you may be asked to work at any of the other Hubs within the Trust and you should expect to travel between sites as required.

Teaching and Learning

- This is our core business and therefore it is an absolute priority. You are expected to support all teaching staff, irrespective of seniority, to ensure they concentrate on the core business. This may mean undertaking tasks outside of your area of responsibility where required.

Customer Service

- At TSfE customer service is paramount to our way of work; All staff will be required to mirror our philosophy and take pride in offering a fantastic customer experience to all stakeholders modelled on our four Customer First Values - Trusted, Solution Focused, Approachable & Timely

ICT

- It is expected that all teaching and support staff follow the ICT Vision of the Trust.
- All staff will be expected to utilise ICT and to improve communication and reduce paper use. Security procedures must be followed when using ICT systems.
- All staff are expected to follow the procedures as laid out in the Trust's Acceptable Use Policy. Staff are also expected to ensure that they follow Trust policies with regard to professional conduct when using ICT systems or Trust ICT equipment.

Health and Safety

- Employees are required to work in compliance with the Academy's Health & Safety Policies and under the Health and Safety At Work Act 1974 (as amended), ensuring the safety of all parties they come into contact with, such as members of the public, in premises or sites controlled by the Trust.
- In order to ensure compliance, procedures should be observed at all times under the provision of safe systems of work through safe and health environments, including information, training and supervision necessary to accomplish those goals.

Safeguarding

- TSfE is committed to safeguarding and promoting the welfare of children and young people and all staff must ensure that the highest priority is given to following the guidance and regulations to safeguard children and young people. All staff are to have due regard for safeguarding and promoting the welfare of children and young people and to follow the child protection procedures adopted by the Thinking Schools Academy Trust. Any safeguarding or child protection issues **must** be acted upon immediately by informing the Designated Safeguarding Lead.

Data Protection

- TSfE takes the responsibility of protecting and securing the data of Pupils, Staff, Parents and all associated individuals very seriously. The Trust requires all staff to complete data protection training and to adhere to its Data protection policies and procedures. All staff must ensure that if they suspect a data breach they must inform the Trust Data Protection officer immediately.

This job description forms part of the contract of employment of the person appointed to the post. The duties, responsibilities and accountabilities highlighted in this job description are indicative and may vary over time at the discretion of the Trust. This job description will be reviewed annually and is an integral part of the Appraisal and line management process.

The duties and responsibilities in this job description are not restrictive and the post-holder may be required to undertake any other duties that may be required from time to time. Any such duties should not however substantially change the general character of the post.

I understand and agree to the job description

Name:

Signed:

Date: