

# Head of Communications & Brand

**£60,000 - £70,000 + Local Government Pension Scheme + Harris Benefits**

## How To Apply

Please visit [www.harriscareers.org.uk](http://www.harriscareers.org.uk) to apply online and submit your application. We only accept applications submitted before the closing date via our careers website. Please refer to the last page of this candidate pack and our website for guidance on applying to opportunities within the Federation.

## Safeguarding Notice

The Harris Federation and all our academies are committed to ensuring the highest levels of safeguarding and promoting the welfare of children and young people, and we expect all our staff and volunteers to share this commitment. All offers of employment are subject to an enhanced Disclosure and Barring Service (DBS) check, references, an online search, and where applicable, a prohibition from teaching check will be completed. Before applying, please review our **Policy Statement on the Recruitment of Ex-Offenders.**

## About the Harris Federation

The founder and sponsor of the Harris Federation, Lord Harris of Peckham, opened our first school in 1990. We have, over the past thirty years, implemented ideas and initiatives that have transformed the opportunities of pupils from working class and disadvantaged backgrounds. Harris academies are widely recognised as a force for social mobility. We are immensely proud of the role that our alumni are now beginning to play in the world and of what we believe our current generation of pupils will go on to achieve.

The Harris Federation has a track record of accomplishment in achieving success through rapid school improvement and has built an unrivalled reputation for running outstanding academies. We now have 54 schools educating more than 40,000 young people across London and Essex, and employ over 5,000 staff across our academies and head office. With the majority of our academies located in areas of high socioeconomic disadvantage, a high-quality education is key to the futures of the pupils we serve.

## Our Vision

We are a pioneering education charity, and one of the leading multi-academy trusts in the country. We have built a reputation for transformative change, taking on some of the most challenging schools in London and turning them into places where every young person can access a high-quality education and have opportunities to succeed.

Our vision, from the start, has been to provide the structure and services needed for our schools to amount to more than the sum of their parts, and to free-up our teachers and leaders to focus on one thing and one thing only: the outstanding education of all their pupils. Our young people and communities are at the heart of everything we do. Our core mission has always been to close the educational gap between young people from disadvantaged backgrounds and their peers. Our ambition is one where every child in London, no matter their background, has equal access to high quality education, giving them the same opportunities and potential to succeed.

## Our Values

We have exceptional teachers, support staff, and leaders that come from a wide range of backgrounds. They bring many different skills, but they all share a strong commitment to delivering an outstanding education and creating an inspiring and happy school environment. We know there are many challenges facing our young people and the communities we serve, and that's why we need determined people like you to help us tackle those inequalities.

Whilst each of our academies has their own unique cultures and values; as a whole Federation, we have four core values which are central to successfully achieving our vision: **Excellence, Collaboration, Support, and Innovation**. We are proud of our values because they guide us in how we work allowing us to achieve the best possible outcomes for our young people, communities, and colleagues. No matter what your role is, where you're based, or what your career goals are, our values act as a guide to empower you to do your best work.

## What Sets Harris Apart

We are a Federation rather than a chain, and the autonomy of our Principals, and their individual academies is a key element of our success. In addition, the support structure from our central team provides a range of efficient and time-saving services to our academies, but Principals have ownership of running their schools to determine the best curriculum and other local policies to suit the context of their school, staff, and students.

Our head office based in Croydon, provides expertise and guidance across a range of shared services. Harris academies are funded on the same basis as other state schools in England, but by negotiating shared contracts and services, and delivering other economies of scale, our academies save over £5m per year, all of which goes back into the education of our students.

As part of the central team we have more than 70 consultants, each a subject specialist and highly-skilled teachers who are available to our academies as a resource to use as they need. Their job is to create curriculum excellence in every subject. Our schools are able to access their full support to ensure the most effective curriculum intent, implementation, and impact.

## From Our CEO

*We see Harris as a system disrupter – whose purpose is to make life fairer for children in and around London. Our focus is to take on the most challenging schools and turn them into exceptional places of learning where everyone – staff and students – thrives.*

*We strive to deliver an excellent education to our young people so they can progress into top careers and the very best universities and apprenticeships, giving them the chance to fulfil their potential, no matter their background.*

*The secret of our success is that every Harris academy is different; every school has its own culture and ethos nurtured by its leadership team to suit the local community and context. However, all Harris academies are united by a determination to constantly improve and to quickly identify and share what works to ensure that every pupil is successful regardless of background.*

*As we grow, we are delighted to welcome new and experienced teachers, leaders, and support staff into the Federation, all of whom are crucial to our ongoing success. We encourage staff in their learning and development, our CPD is regularly described as 'outstanding', and all of us are committed to growing our expertise and sharing it with each other.*

Sir Dan Moynihan  
Chief Executive

## Our Benefits

We know our success is a direct result of the hard work and dedication of our teams. No matter what your role, by joining the Harris Federation, you will be making a difference to young people across London and in recognition of this, you will be able to enjoy the tangible and intangible benefits of working at Harris.

Harris has a strong culture of collaboration and best practice, with professional development and career planning at its centre. We invest in our staff with support, coaching, mentoring, and a wide range of top-quality training programmes delivered at every level.

You will also have access to a variety of benefits, support programmes and initiatives. [Visit our website](#) to discover more.

## **Diversity and Inclusion**

We are committed to encouraging and sustaining a positive and supportive working environment for our staff, and an excellent teaching and learning experience for our young people. As a provider of employment and education, we value the diversity of our staff and students, and all our staff are equally valued and respected. We are committed to providing a fair, equitable and mutually supportive learning and working environment for our students and staff.

Our work will impact many generations to come, and our staff come from all backgrounds and walks of life, coming together to inspire young minds. We promote an inclusive culture that embraces the valuable and enriching contribution that all of our community make. We continue to be proactive in uplifting and supporting all voices at Harris.

## Job Purpose

The Head of Communications & Brand is responsible for shaping and protecting the Harris Federation's external profile, public reputation and brand integrity. The postholder will act as a trusted adviser to the CEO, Directors and Academy Principals, ensuring all communications and brand are consistent and aligned with the Federation's mission.

To lead external/internal communications, brand strategy, PR/media handling, and drive campaigns that address key sector challenges including falling roll numbers, public perception of academisation, budget pressures, and workforce relations.

## Main Areas of Responsibility

### Strategic Leadership & Executive Advisory

- Develop and lead the Federation's external communications and brand strategy at the highest level, ensuring coherence across all academies and central services.
- Act as an adviser to the CEO and executive team on internal and external communications.
- Contribute to communication approaches for major organisational change, acquisitions, new academies joining the Federation, and sensitive public facing events.
- Commission, brief and performance manage external branding, PR marketing and digital agencies, operating as the Federation's intelligent client to ensure quality and value for money.

### Brand Leadership

- Own and embed the Federation's brand identity, values, and visual standards across all academies and external channels.
- Own and embed brand guidelines, tone of voice, and messaging across all channels to ensure consistency.
- Develop a set of brand guidelines, templates and toolkits for use across the Federation.
- Craft high-quality written content including newsletters, impact reports, and website copy.
- Oversee brand transformations for newly joining schools and trust wide brand evolution.

### External Campaigns & Growth Marketing

- Create comprehensive marketing and communications strategies that align with the Federations aims and increase brand awareness.
- Own and develop high impact external campaigns to support pupil recruitment, reputation and trust building, staff recruitment (in collaboration with Talent Acquisition), and new academy expansions.
- Lead campaigns supporting pupil recruitment and Federation growth.

- Drive multi-channel marketing campaigns for Federation initiatives, including pupil and staff recruitment, academy growth, Harris Institute, external partnerships and fund raising.

### **Digital, Web & Social Strategy**

- Oversee the Federation's web estate and digital presence, ensuring legal compliance, accessibility, safeguarding and quality.
- Develop and own the Federation's social media and content strategies ensuring alignment in audiences, reach and objectives.
- Drive a strategic approach to SEO, monitoring and analytics, and audience growth across all channels and platforms.
- Manage relationships with external agencies including web design and branding.

### **Internal Communications & Culture Champion**

- Develop an internal communication strategy and oversee the development of a staff intranet.
- Lead communications for major central team change programmes, projects and trust wide initiatives, ensuring clear sequencing, cadence and risk management.
- Own internal communications plan to ensure key stakeholders and employees are informed and engaged with Federation news, initiatives and outcomes.
- Ensure all internal messaging aligns with core values
- Build and analyse internal communications data to evaluate effectiveness and improve engagement strategies.

### **MarComms Team Leadership**

- Build and lead a high performing Marketing & Communications Team.
- Set long-term capability requirements and lead workforce planning as the function scales.
- Be embedded within governance structures for major change programmes, shaping communications strategy, narrative, sequencing and risk mitigation as part of wider project governance.

### **Reputation Management & Media Relations**

- With the CEO lead the Federation's media strategy.
- Build and maintain strong relationships with external stakeholders.

### **Executive Level Stakeholder Engagement**

- Represent the Federation externally where needed
- Work closely with Principals, Executive Directors and the CEO

### **Agency & Supplier Governance**

- Act as the Federation's SME when commissioning Communications services

## Federation Ethos

- To undertake such other duties as may be required, commensurate with the level of responsibility of the post
- To engage actively in the performance review process, addressing appraisal targets set in conjunction with the line manager each autumn term
- To participate in training and other professional development learning activities
- To promote equal opportunities and celebrate diversity in all aspects of the Federation
- To play a full part in the life of the Federation community, to support its distinctive aim and ethos and to encourage staff and students to follow this example
- To support and attend Federation events
- To promote actively the Federation's corporate policies
- To adhere to the Federation's Dress Code
- To comply with the Federation's Health and Safety policy and undertake risk assessments as appropriate
- To be familiar with and promote safeguarding requirements, demonstrating adherence to the DfE Guidance 'Keeping Children Safe in Education and the academy's Safeguarding/Child Protection policies
- To be aware of and comply with all academy and Federation policies and procedures, in particular those relating to conduct, child protection (as above), health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person

Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description. Employees are expected to be courteous to colleagues and provide a welcoming environment to visitors and telephone callers.

The Federation will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition (as defined in the Equality Act 2010).

Following consultation with you this job description may be changed by management to reflect or anticipate changes in the job which are commensurate with the salary and job title.

# Person Specification

Area	Essential
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree in Marketing, Communications, Digital Media or related field.</li> <li>• Professional Marketing qualification (CIM or equivalent)</li> <li>• Evidence of CPD in digital marketing, SEO, or communications.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Significant experience in marketing, communications, or digital strategy.</li> <li>• Experience managing brand identity and external communications</li> <li>• Proven track record of managing websites, SEO and digital content.</li> <li>• Experience leading social media channels for an organisation.</li> <li>• Experience managing agencies and creative suppliers.</li> <li>• Experience in education, charity or public sector.</li> </ul>
<b>Attributes</b>	<ul style="list-style-type: none"> <li>• Strong understanding of digital marketing, SEO, Analytics, and social media best practice.</li> <li>• Excellent written and communication skills.</li> <li>• Strong design awareness and understanding of visual identity.</li> <li>• Proficiency with CMS platforms, social media tools, and analytics software.</li> <li>• Ability to translate complex information into clear engaging content.</li> <li>• Ability to work under pressure and manage sensitive issues</li> <li>• Confident communicator with strong interpersonal skills.</li> </ul>
<b>Federation Ethos</b>	<ul style="list-style-type: none"> <li>• Enthusiasm for and commitment to the achievement of the Federation's overall vision for success at all levels</li> <li>• Motivation to work with children and young people</li> <li>• Ability to build &amp; sustain professional standards, relationships &amp; personal boundaries with young people</li> <li>• Emotional maturity &amp; resilience in dealing with challenging behaviours</li> <li>• Ability to contribute towards creating a safe &amp; protective environment</li> <li>• Empathy with the aims and objectives of Harris Federation</li> <li>• Willingness to continue professional development</li> <li>• Commitment to maintaining high standards &amp; expectations</li> <li>• Commitment to contributing to academy life as a whole</li> <li>• Commitment to equality of opportunity, valuing diversity and the safeguarding and welfare of all students</li> </ul>

We will consider any reasonable adjustments under the terms of the Equality Act (2010) to enable an applicant with a disability (as defined under the Act) to meet the requirements of the post. The job-holder will ensure that academy policies are reflected in all aspect of his/her work, in particular those relating to:

1. Equal Opportunities
2. Health and Safety
3. General Data Protection Regulations (2018) and Data Protection Act (2018)
4. Safeguarding children

## Applying For The Position

We encourage you to apply as soon as possible as we may interview and offer to a candidate before the closing date. Please note that we only accept applications submitted before the closing date via our careers website.

Thank you for your interest in the Harris Federation. We look forward to receiving your application.

## Before You Start Your Application

Please remember to check your junk mail folders for our email communications and add us to your safe senders list to ensure all future email communication is received. This is important to ensure you are kept up to date on the status of your application and to avoid delays in the recruitment process.

To submit an application, you'll need to have ready:

- Personal information about you
- Details of your education and employment history
- Details of any qualifications and training gained
- A CV and/or supporting statement to upload

## Help and Support

For our Help and Support completing your application, visit [www.harriscareers.org.uk](http://www.harriscareers.org.uk)

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