

Post Vacancy:	Head of Marketing
Location:	Norwich / Home-working
Salary:	c. £43,000 per annum (full time equivalent)
Hours:	37.5 hours per week (full time – reduced hours for part time, to suit candidate)
Contract Type:	Although this is being advertised as a full time permanent, position we are happy to accept flexible or part time working to suit the candidate (including a term time only option)
Start Date:	1 September 2022

We are looking for an experienced marketing manager with a proven track record of growing and shaping brands and producing effective digital and traditional marketing campaigns. The Head of Marketing will be responsible for the day-to-day management of all aspects of marketing at the Trust. This is the first marketing role we have created, and marks our first step in establishing a marketing department. As the Trust grows, there will be opportunity for you to grow and develop a team.

This role will require you to get involved with every aspect of marketing at both an operational and strategic level. Whether it's ghost writing articles as part of a content strategy, optimising SEO, managing our social media presence, reviewing Headteacher communications to ensure consistency of voice, carrying out parent focus groups or handling PR and events management – no day will be the same. But every day, you will be helping us to improve the life-chances of children.

Our view is that marketing is about changing our organisation to meet the needs of our customers (parents) and consumers (pupils). We want a dynamic strategic thinker who is eager to take our organisation forward and help us make changes that will provide value to our parents. You will carry out market research and use this to devise appropriate strategies and campaigns to increase pupil numbers. You will work with our Head of People to manage internal and external communications in a way that positions us as an employer of choice with current and prospective employees. You will support our CEO in developing and establishing the Trust as a known brand amongst competitors and those schools wishing to join our Trust family, furthering our growth strategy.

You will have a marketing degree or equivalent professional qualification, and ideally you will have qualified member status of the CIM (or digital equivalent). You will ideally have at least five years' marketing experience, and in particular, you will need to have significant digital marketing experience. It would also be great if you have an understanding of data protection too, insofar as it relates to marketing activities and risk. However, please note that these are our ideal requirements, and we know some people may not apply for the role if they do not meet all of these. We promote a diverse and inclusive culture at The HEART Education Trust, so please apply if you meet the majority of these competencies. And although we're offering this as a full time role so as not to limit the pool of excellent candidates, we are more than happy for this to be a part time role that fits with your existing life commitments. We are more concerned about finding someone who is the right fit for our organisation than rigid contractual arrangements that put off excellent applicants.

This is a senior role reporting to the Chief Operating Officer.

Our benefits include flexible working arrangements, membership and employer contributions to a local government pensions scheme and access to our employee assistance programme. We will also support you to achieve your Level 7 CIM qualification as part of your own professional development.

To apply – Please complete the attached application form and email us at HR@thehearteducationtrust.co.uk. Check out our websites and Facebook pages for academy news and more information about the Trust.

We are committed to safeguarding and promoting the welfare of children and the successful candidate will be required to undergo an enhanced D.B.S. and full pre-employment checks. This post is likely to come under the requirements of the Childcare (Disqualification) 2009 Regulations and the successful applicant will be required to complete a declaration form to establish whether they are disqualified under these regulations.

All posts are subject to a probationary period.

Closing Date: 1 July 2022

Interviews: w/c 11 July 2022