

# RECRUITMENT PACK

Marketing and Communications  
Manager



Consilium  
Academies

*Enriching Lives, Inspiring Ambitions*

# Welcome from the CEO

Dear Candidate,

Thank you for your interest in the position of Marketing and Communications Manager at Consilium Academies.

At Consilium, we believe in enriching lives and inspiring ambitions through:

- Partnerships
- Opportunity
- Integrity
- Excellence
- Equity
- Being people-centred

We believe in the unique value of each individual – whether that be staff or student – and are dedicated to ensuring each member of our Trust achieves their full potential. As a result of this, we work collaboratively with our stakeholders and external organisations to foster relationships that will enhance opportunities for all our members across the Trust.

At Consilium we're people centred, and want everyone in our Trust, whether teaching or support staff to have access to exceptional professional development. that's why we created our Centre for Professional Learning, which is available for every single colleague across the Trust. here, our colleagues have access to bespoke training opportunities and resources tailored specifically for their needs.

We believe every student, no matter their background, is entitled to an excellent education with an equal opportunity to fulfil their potential. It is only through this vision that we can provide an environment where every pupil can thrive.

As part of our MAT, our Academies follow the collective aims of:

- Ensure everything we do has a focus on helping pupils achieve their potential academically, socially, and emotionally
- Instil a passion for life-long learning and continued improvement so our Academies, staff, and students can grasp their aspirations and ambitions
- Create a family of academies that are inclusive and embrace diversity, where all members of the community feel supported, inspired, and empowered to succeed
- Ensure all stakeholders are seen as partners in our work with the communities we serve

Consilium Academies is going through a huge period of development with rapid growth and opportunities for all staff; I can't think of a better time to join us.



David Clayton  
Chief Executive of Consilium Academies.

# About the Trust

## The Consilium Mission

*"Enriching Lives, Inspiring Ambitions"*

We are proud to be Consilium Academies, a Trust that believes in the unique value of each individual. Our vision, actions, and purpose are guided by this principle and a dedication to do all we can for the communities we serve.

We never put a ceiling on potential. Instead, we work with our Academies to provide high-quality education that is truly inclusive, giving every student the same opportunities to develop the skills and knowledge they need to thrive in life beyond the classroom.

We are committed to enriching the lives of all those involved in our Trust through an ambitious, student-centred approach to education.

Consilium Academies is a Multi-Academy Trust consisting of nine schools based across three hubs in Salford, South Yorkshire, and the North East of England.

We believe in inclusivity, both in the schools and communities we serve and are committed to working with our Academies to ensure our ethos is realised on a daily basis.

- The lives of our young people should be enriched by care, experience, and opportunity. This is achieved by;
- helping children and young people to succeed to their potential academically, socially, and emotionally;
- instilling a passion for lifelong love of learning and continued improvement so that our academies, staff, and students achieve their aspirations and ambitions;
- creating a family of academies that are inclusive and embrace diversity, where all members of the community feel supported, inspired, and empowered to succeed;
- ensuring all stakeholders are seen as partners in our work within the communities we serve.

The Trust operates a Central Team led by our Chief Executive, David Clayton. The team provide direct services to our schools as well as Trust-level accountability, leadership, and management. We operate a strong partnership model and our partner schools are instrumental in the continual growth and development of our Trust. We work with our schools in a supportive way that does not detract from the individual identity of a school, instead allows them to grow and focus on student achievement and success.

## WE ARE PROUD TO OFFER THE FOLLOWING STAFF BENEFITS:

- Pension with the Local Government Pension Scheme and Teachers Pension Scheme
- 33 days annual leave plus bank holidays for all support staff (pro-rated for part-time employees)
- 36 hour working week for all full-time support staff
- Automatic pay progression for all staff in line with their current grading structure
- Enhanced contractual sick pay in line with the Burgundy Book and Green Book
- Employee Assistance Program with access to counselling and CBT 24 hours a day, 7 days a week
- Access to an Occupational Health Provider
- Free membership to Perkbox. with hundreds of exclusive offers and discounts available online and in store at many shops, gyms, and restaurants
- An excellent Centre for Professional Learning for every member of staff; to help you perform as well as you can in your role, provide you with a sense of wellbeing at work and to help you reach your career aspirations

# Centre for Professional Learning

The core driving force behind the Consilium Centre for Professional Learning is a desire to provide students with the best possible education, and the belief this can only be achieved if every colleague, regardless of role or career stage, has access to the high-quality professional development they deserve.

Every colleague, whether teaching or support staff, will be supported and developed through the professional development review process, which replaces traditional forms of performance management.

The professional development review process is focussed on the aspirations of the individual, ensuring that every colleague receives the support and development they deserve to achieve their own aspirations for their careers.

We believe our team of support staff are vital to ensure our schools are well-resourced, safe, compliant, and work as well as they can for the benefit of our students. In addition to the professional development review process, we commission and fund industry-standard qualifications for colleagues in support roles and are also able to support and fund teaching assistants, higher-level teaching assistants, and colleagues in student-facing pastoral and safeguarding roles, to qualify as teachers should they wish.

The Centre for Professional Learning works with and supports in-school leads for professional development to craft the best and most appropriate whole-school offers for their colleagues. We don't impose a central 'curriculum' for professional development, because the needs and priorities of each school are different.

However, we want to support each school to give due focus to whole-school priorities, with departmental training, middle leader training, and one-to-one development and coaching supporting fewer, more in-depth, whole-school messages.

All teaching staff will receive the following 'universal' offer from their school:

- Regular whole-school training, driven by the school's priorities and the in-school professional development lead, with support from the Centre for Professional Learning. This will be designed with the context of the school in mind with subject-specific and individualised training to suit the career stage and expertise of specific teachers. Regular subject-specific training within subject teams. This will draw on the whole-school training and ensure it is considered through the lens of applicability to specific subjects, year groups, and classes.
- Regular teacher-specific training. This will be owned and run by in-school teams, and may take the form of 1-to-1 instructional coaching or teacher learning communities, and is supported by the Centre for Professional Learning.
- Access to the relevant subject and other networks across the Trust, according to their role within school

In addition to this 'universal' offer, all colleagues across the Trust, whether teaching or support staff, have access to bespoke programmes of CPD matched to their own aspirations for their career. We partner with external organisations to enhance our offer to staff, and will support staff with recognised qualifications where appropriate. We are keen to work with a range of partners who use the best available evidence to design rigorous professional development.

All Early Career Teachers (those in their Newly Qualified or Recently Qualified years) at Consilium Academies receive regular support from a mentor, regular instructional coaching, and regular training alongside their NQT or RQT cohort both within their school and across the Trust, with the opportunity to develop relationships with their peers across the Trust as part of our Early Career Teacher Networks.

We believe offering colleagues a strong induction to the teaching profession is of vital importance. We want to set our colleagues up for a long and successful career in education, and help them to provide the best experience possible for our students.

# About the Role

**Job Title:** Marketing and Communications Manager

**Start date:** ASAP

**Hours:** 36 hours per week however, due to the nature of the role some flexibility is required to carry out the duties associated with the post.

**Contract:** Permanent

**Salary:** Grade 10 (NJC scale points 30 – 33) £34,373 - £37,568

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Do you have the drive, passion and commitment to deliver outstanding support? This is an opportunity to join a dedicated team of staff at Consilium Academies who are committed to providing the best possible education for our pupils.

We are looking to recruit an experienced “hands on” Marketing and Communications Manager to create and deliver the marketing strategy for Consilium Academies.

As the Marketing and Communications Manager, you will support the Trust and our Academies to communicate our stories and successes to various audiences across a wide variety of channels. As a key member of our central team your expertise will help to deliver an outstanding service to our staff, students, and the central team.

The role focuses on coordinating and delivering Trust and academies communications and marketing activities, leading on developing and curating webpages and social media accounts, creating engaging content to promote the Trust and its academies as educational establishments of choice, while supporting our schools to deliver their marketing strategies through the design and creation of collateral and management of events, as well as delivering clear, simple and accessible internal communications.

We are looking for someone with experience of working on effective, creative, and inspiring online and offline marketing strategies, from brief to execution and evaluation, as well as experience of delivering internal communications and events management. Applicants must demonstrate excellent interpersonal skills and the ability to communicate clearly and proactively with a diverse group of stakeholders, and in partnership with external agencies.

The successful candidate will present the best possible example of professional standards to colleagues.

To apply please download and complete the attached application form. Please note we do not accept CV's. We ask that all completed application forms are sent to [hr@consilium-at.com](mailto:hr@consilium-at.com)

Please ensure that within your application you provide the names, addresses, and contact details for two referees, one of whom should be your current or most recent employer.

**The closing date for applications is midday on Wednesday 12<sup>th</sup> October 2022.**

**Interviews will take place week commencing 17<sup>th</sup> October 2022.**

Consilium Academies is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Appointments are made subject to an Enhanced DBS Check, and where applicable, a prohibition from teaching check will be completed for all applicants.

The Trust is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.



## Job Description

Job Title:	Marketing and Communications Manager
Reports to:	Chief Finance and Operating Officer
Based at:	Consilium Academies Central Office, with opportunities for hybrid working. Occasional travel to our schools will be required.

### Main purpose of the Role

To develop and actively support internal and external marketing and communication within the Trust and its academies, and to raise Consilium Academies profile with staff, pupils, other stakeholders and public audiences.

To play an important role in creating a coherent identity for the Trust and its academies, communicating our stories and successes to various audiences across a wide variety of channels, through a range of engaging collateral. To help achieve this you will manage our relationship with key partners, including our PR agency, designers, printers, and web developers, to ensure we are delivering effectively against our goals, with value for money in mind, while meeting the high standards we set ourselves.

### Core Responsibilities & Tasks

#### Marketing:

- Create and execute a cross-trust marketing strategy, including the production of promotional campaigns and collateral, from concept to implementation.
- Design, produce and disseminate innovative and engaging marketing communications, both print and digital, across all channels.
- Manage the team to procure the trust's marketing collateral, ensuring value for money.
- Brief and manage a suite of creative designers, videographers, and web developers.
- Oversee the production of publications, including the writing of copy.
- Ensure that all communications, including marketing, internal and stakeholder-facing collateral across the Trust is consistent with and supports our brand strategy working in partnership with external agencies and stakeholders.

#### Websites and social media:

- Manage and develop our academy websites, including the creation, upkeep and management of content. To ensure content is appropriate for intended audiences and effective oversight of all page owners/editors and their contributions to the sites.
- Support and mentor staff within the academies that have marketing and/or web content responsibilities.
- Support with website accessibility and GDPR compliance in academy communications activities, including utilising and advocating appropriate platforms and formats for internal and external audiences.
- Compile and analyse statistics related to online and social media presence and make recommendations for development and improvements.
- Be proactive in raising the Trust and its academies' social media profile, recognising collaborations, partnerships, promotional opportunities and disseminating information effectively, creatively and in a timely manner.

#### Internal communications:

- Create and manage the marketing team to implement clear, simple, and accessible methods for communicating internally, working with the central team to ensure that every colleague has access to the information they need.
- Create and implement an internal communications strategy that champions our people, celebrating their successes and promoting their achievements. This includes but is not limited to, the creation, upkeep, and management of content of the Trust intranet webpages, as well as regular newsletters and across other internal channels and content.

**Events management:**

- Manage the team to deliver engaging and exciting events to key stakeholders. This will include coordinating the Trust's events calendar, both internal and external events including open evenings, our annual awards ceremony and school events.
- Representing the Trust at internal and external meetings and events.

**Public relations support:**

- Work in close partnership with our PR agency to enable the promotion of the successes of our trust and academies in the media and with wider stakeholders, as well as supporting on any reactive communications issues.
- Support emergency planning and business continuity communications as required.

**Staff Management**

- Line management of one member of central marketing staff.
- Support staff working within the academies with responsibilities for marketing and/or website content.

**Planning and Organising**

- Within parameters established by your manager, you will plan and prioritise your own workload and liaise with team members to ensure others' actions are complete and required information is provided.

**Corporate Responsibilities**

- The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment
- To pursue and promote the achievement and integration of diversity and equality of opportunity throughout the Trust
- To plan, monitor and review health and safety within areas of personal control
- To participate in the Trust's Professional Development Review process and engage in continuous professional development and networking to ensure that professional skills and knowledge are up to date
- To maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents, and colleagues

**Additional Notes**

- The job purpose and key statements remain indicative and by no means exclusive. Given the evolving needs of the Trust, flexibility among staff is very important. All staff may be required to undertake other such reasonable duties as may be required from time to time in line with the grade of their post.
- An Enhanced DBS Check will be requested on successful application to a position at the Trust.

## Person Specification

### Essential Qualifications, Knowledge, Skills and Experience

Educated to degree level or equivalent OR relevant work experience within the Education Sector

Evidence of delivering, either in-house or at an agency, marketing and communications strategies

Ability to write compelling, accurate copy on and offline

Good working knowledge of all communications disciplines, including social and digital media, and their use as part of an integrated communications strategy

Excellent interpersonal and networking skills

Ability to work in a fast-paced deadline driven environment

Ability to manage multiple work streams independently

Ability to produce high quality accurate work within tight time-scales

Excellent time management and organisational skills, able to manage own workload and manage others to prioritise tasks to deliver in a busy work environment

Experience managing external agencies and freelancers and working within brand guidelines, acting as brand guardian for any communications activity

Experience of internal communications and events management

Experience of using a variety of communications channels and proven ability to provide advice on most appropriate channels depending on context and user need

### Desirable Qualifications, Knowledge, Skills and Experience

Professional qualification in Marketing or Communications

Proven ability in using web analytics tools and how to use this data to improve communications

Media relations experience

Understanding of the Education Sector

Familiarity with technical aspects of GDPR processes.

### Personal Qualities

Excellent interpersonal skills with ability to communicate with a wide variety of stakeholders, including internal and external colleagues, students and stakeholders and to build strong working relationships.

A clear communicator with a diverse client group – adults and young people.

Customer-focused and committed to the delivery of excellent customer service.

Flexible, adaptable to leading change, efficient and highly organised.

Sensitivity and awareness of confidentiality requirements.

Excellent written and oral communication skills, highly proficient in spoken and written English with evidence of conveying messages clearly, concisely and accurately.

Accurate and methodical approach to work with a keen eye for detail.

Proven planning and organisational skills and an ability to take initiative and line manage others.

Ability to work as part of a team, working towards team goals and establish effective working relationships within a team.

Ability to engage positively in relation to feedback; self-reflective and committed to continuous development.



Highly motivated with the drive and determination to succeed.
Persistent in achieving goals and overcoming challenges.
Enthusiasm about emerging technology and innovation.
Practical with high integrity, honesty and ethical standards.
Enthusiastic and committed with stamina and a positive, self-reliant, proactive, open-minded and can-do attitude.

