

Trust Marketing and Communications Manager

The Learning without Limits Academy Trust formed in 2016 and now consists of five Academies, three secondaries and two primaries, based in and around Leicester City.

The Trust Marketing and Communications Manager is a new role, the purpose of which is to raise the profile and reputation of the Trust to reflect the improving standards across all of our Academies. This is an exciting time for our Trust and we are keen to share the good news and positive outcomes with our students, staff and communities.

Why work for us?

Our strength comes from collaboration, with an emphasis on winning hearts and inspiring minds. We know that by positively celebrating and sharing the great work we are doing, through our vision and values, there are no limits to how high we can aim, and to what our students, staff and communities can achieve.

You will be given the opportunity to grow professionally and personally in this role and you will have access to meaningful professional development.

As a Trust we value inclusive working practices and diverse teams. If you'd prefer to work part-time or as a job-share, please let us know on your application and we'll facilitate this wherever we can. We're keen to ensure our Trust works for everyone, so we particularly encourage applications from different under-represented demographics.

Safeguarding Statement:

The Learning without Limits Academy Trust is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. All offers of employment are subject to an Enhanced DBS check, and where applicable, a prohibition from teaching check will be completed for all applicants.

This post is exempt from the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020). This means that certain convictions and cautions are considered 'protected' and do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account. Guidance about whether a conviction or caution should be disclosed can be found on the Ministry of Justice website:

<https://www.gov.uk/government/publications/new-guidance-on-the-rehabilitation-of-offenders-act-1974>

Social Media Checks

As part of the shortlisting process, in line with measures identified in statutory guidance relating to safeguarding practice, the Trust will conduct searches on candidates selected for interview, through a third party, on social media in order to identify anything that could give rise to a safeguarding concern in what has been said or done online. Only information relevant to safeguarding concerns obtained from the search will be passed over for consideration during the recruitment process.

About the role

We are looking for a highly motivated team player to join our growing central team. This role will suit someone who understands the importance of positive representation of the great work the Trust and its Academies are undertaking.

This is both a strategic and operational role, working with the Chief Operating Officer, the Trust Operations Group and key Academy based staff.

Salary: £25,927 - £28,226 per annum (payment award pending)

Hours: 37 hours a week, 52 weeks a year

Location: Based at the Trust Offices you will work on site at each of our five Academies, as required.

Key Objectives:

You will work closely with the Chief Operating Officer and the Trust Operations Group in developing and implementing the Trust marketing and communications strategy. This will include the planning, organisation, delivery and communication of all Trust led marketing activities and publicity events including promotional materials both in print and digital format.

You will support and guide key Academy based staff in all of their marketing activities, as required.

Initially you will be working with our newly appointed website design team to develop and relaunch the Trust and each Academy website during this academic year.

Responsibilities of the role will include:

- Creating written and visual content and maintaining the Trust website to ensure it is clear, engaging, compliant and the content is fully accessible.
- Creating, collating and editing creative, well-written and effective material for a variety of media such as websites, social media, newsletters, press articles and promotional literature.
- Promoting and increasing the Trust's social media presence with a flow of positive and targeted content.
- Quality assuring consistently high standards of marketing, branding and communications across all channels.
- Working with each Academy to ensure their website is clear, engaging, compliant and the content is fully accessible.
- Supporting Academies in their recruitment and retention of students, as required.
- Ensuring successful staff recruitment through innovative and engaging advertising and communications.

- Supporting the Trust in staff retention through the engagement, implementation and promotion of rewards packages and well-being initiatives.
- Promoting Trust operational activities and services, such as IT and Catering.
- Overseeing the production of both printed and digital publications, such as Academy admissions booklets.
- Maximising return on investment for all marketing activities and promotions.

This position would suit a graduate looking to make a positive impact using up to date knowledge and skills in marketing and communications.

You will:

- Have a Higher Education Qualification (degree or equivalent) or relevant professional experience.
- Have experience of multi-tasking in a complex and demanding environment.
- Be able to generate high quality and relevant content for websites and other channels of communication.
- Be competent in creating, editing and working with visual content including photography, videography and audio files.
- Have experience of using a range of social media platforms in a professional/business context.
- Be confident and highly competent in using computer software within the creative workplace, i.e., Microsoft Office, Adobe Suite and website content management systems.
- Be comfortable developing effective working relationships with people from a variety of backgrounds - verbally, via electronic communications and in face-to-face situations.
- Have high level of oral and literacy skills, able to write formal communications.

Ideally you will also have:

- Design and creative skills.
- Event planning experience.
- Experience and of data analysis to inform strategic decision making.

You will be:

- Able to manage own time and prioritise workload to meet and manage competing deadlines.
- Able to work effectively as part of a team.
- Able to work accurately, with meticulous attention to detail.
- Able to maintain positive relationships with suppliers, external agencies and stakeholders, in line with the responsibilities of the role.

Additional Qualities we are looking for:

- Self-motivated and able to use initiative.

- Able to work to unexpected, changing and urgent demands.
- Calm, approachable and focussed under pressure.
- Deal sensitively with people and be solution focussed.
- Be flexible and resilient in order to meet deadlines.
Willing & able to work out of normal hours, e.g. for Academy events, etc.

We can offer:

- Access to the highly competitive Local Government Pension Scheme
- Favourable annual leave entitlement, above the statutory minimum, plus bank holidays.
- Staff Benefits Package - Access to a huge range of savings from retailers such as Currys, Halfords, Wilko, Asda, Tesco, M&S, Morrisons and many more!
- Cycle to Work – This initiative also allows you to make huge Tax and National Insurance savings on the cost of a new bike and safety accessories. These savings are achieved via salary sacrifice which is managed by the Trust and lets you spread the cost to make payments more convenient.
- Free Financial Support Service from Barclays - support with all aspects of your financial health and wellbeing, and you don't need to be a Barclays customer to use the service.
- Eye Test Vouchers – Free Specsavers eye test voucher for eligible staff
- Annual Flu Vaccine – Free flu vaccine voucher for eligible staff
- Access to free Counselling sessions following an initial confidential consultation.
- Free tea and coffee
- Free onsite parking

How to Apply:

For safer recruitment purposes we will only accept fully completed application forms through eTeach. CVs and resumes will not be considered.

Closing date:

9am on Monday 31st October 2022

Interviews:

To be held at the Trust Offices c/o Lancaster Academy, Knighton Road East, Leicester LE2 6FU, on Tuesday 8th November 2022.

Job Description

Post Title: Trust Marketing and Communications Manager

Post Grading: Grade 6 pt 15 to pt 18 (£25,927 to £28,226)

Working Hours: 37 hours a week, Monday to Friday, 52 weeks a year

Responsible to: Chief Operating Officer

Overall Purpose of this Post: To work closely with the Chief Operating Officer, the Trust Operations Group and key Academy based staff in both the development and operational delivery of the Trust marketing and communications strategy across internal and public facing services, communications, literature, activities, websites and social media presence.

Major Objectives: These will include, as appropriate, those that reflect the Trust's key value: "Winning Hearts, Inspiring Minds" through Collaboration, Inspiration, Diversity and Community.

1. To develop the Trust marketing and communications strategy incorporating the planning, organisation, delivery and communication of all Trust led marketing activities and publicity events including promotional materials both in print and digital format.
2. To develop and uphold the Trust's branding so that the vision, image, reputation, marketing and communications are consistent across the Trust and its Academies.
3. To promote the Trust and raise its profile within our local communities and the wider educational landscape.
4. To support the Trust Academies to plan, organise and communicate marketing activities and events, as required.
5. To apply the principles of effective marketing in order to attract, retain and support students, staff and wider stakeholders from our diverse communities.
6. Through a range of appropriate and varied media, communicate with a wide variety of stakeholders in the support of good relations within our communities.
7. To support the Trust in achieving positive and effective lines of communication with all stakeholders and external agencies, establishing strong networks through collaboration.
8. To ensure all marketing activities promote the academic, spiritual, moral & social development of our students and staff, within the aims & ethos of the Trust.

Summary of job tasks:

1. Production, development and implementation of the Trust marketing and communications strategy, in conjunction with the Trust Operations Group.
2. Creating written and visual content and maintaining the Trust website to ensure it is clear, engaging, compliant and the content is fully accessible.

3. Creating, collating and editing creative, well-written and effective material for a variety of media such as websites, social media, newsletters, press articles and promotional literature.
4. Promoting and increasing the Trust's social media presence with a flow of positive and targeted content.
5. Quality assuring consistently high standards of marketing, branding and communications across all channels.
6. Working with each Academy to ensure their website is clear, engaging, compliant and the content is fully accessible.
7. Supporting Academies in their recruitment and retention of students, as required.
8. Ensuring successful staff recruitment through innovative and engaging advertising and communications.
9. Supporting the Trust in staff retention through the engagement, implementation and promotion of rewards packages and well-being initiatives.
10. Promoting Trust operational activities and services, such as IT and Catering.
11. Overseeing the production of both printed and digital publications, such as Academy admissions booklets.
12. Maximising return on investment for all marketing activities and promotions.
13. Working flexibly during busy periods.
14. Undertaking any other duties, commensurate with the level of the post, as may be required from time to time.

Name of Employee: _____

Signed by Employee: _____

Date: _____

Name of Line Manager: _____

Signed by Line Manager: _____

Date: _____

Person Specification – Trust Marketing and Communications Manager

| Ref | Criteria | E/D | App | Ref | Int |
|---|--|-----|-----|-----|-----|
| 1. Qualifications and Training | | | | | |
| 1a | A level of numeracy and literacy sufficient to carry out the duties of the post (min Grade C/Level 5 GCSE Maths & English). | E | ✓ | | |
| 1b | Higher Education Qualification (Degree or equivalent) or relevant professional experience. | E | ✓ | | |
| 1c | Business or Marketing Degree or relevant professional qualifications. | D | ✓ | | |
| 2. Professional Experience and Knowledge | | | | | |
| 2a | Experience of multi-tasking in a complex and demanding environment. | E | ✓ | | ✓ |
| 2b | Able to generate high quality and relevant content for websites and other channels of communication. | E | ✓ | | ✓ |
| 2c | Competent in creating, editing and working with visual content including photography, videography and audio files. | E | ✓ | | ✓ |
| 2d | Experience of using a range of social media platforms in a professional/business context. | E | ✓ | | ✓ |
| 2e | Confident and highly competent in using computer software within the creative workplace, i.e., Microsoft Office, Adobe Suite and website content management systems. | E | ✓ | | ✓ |
| 2f | Comfortable developing effective working relationships with people from a variety of backgrounds - verbally, via electronic communications and in face-to-face situations. | E | ✓ | ✓ | ✓ |
| 2g | High level of oral and literacy skills, able to write formal communications. | E | ✓ | ✓ | ✓ |
| 2h | Design and creative skills. | E | ✓ | | ✓ |
| 2i | Event planning experience. | D | ✓ | | ✓ |
| 2j | Data analysis to inform strategic decision making. | D | ✓ | | ✓ |
| 3. Equal Opportunity | | | | | |
| 3a | Must be able to recognise discrimination in its many forms and willing to put the Trust's Equality Policies into practice. | E | ✓ | | ✓ |
| 4. Other Skills | | | | | |
| 4a | Able to manage own time and prioritise workload to meet and manage competing deadlines. | E | ✓ | ✓ | ✓ |
| 4b | Able to work effectively as part of a team. | E | ✓ | ✓ | ✓ |
| 4c | Able to work accurately, with meticulous attention to detail. | E | ✓ | ✓ | ✓ |

| | | | | | |
|--------------------------------|---|---|---|---|---|
| 4d | Able to maintain positive relationships with suppliers, external agencies and stakeholders, in line with the responsibilities of the role. | E | ✓ | ✓ | ✓ |
| 5. Personal Qualities | | | | | |
| 5a | Maintain a positive approach to work. | E | ✓ | | ✓ |
| 5b | Self-motivated and able to use initiative. | E | ✓ | | ✓ |
| 5c | Able to work to unexpected, changing and urgent demands. | E | ✓ | | ✓ |
| 5d | Calm, approachable and focussed under pressure. | E | ✓ | | ✓ |
| 5e | Deal sensitively with people and be solution focussed. | E | ✓ | | ✓ |
| 5f | Be flexible and resilient in order to meet deadlines. | E | ✓ | | ✓ |
| 5g | Work with integrity, discretion and confidentially. | E | ✓ | ✓ | ✓ |
| 5h | Reliable and punctual. | E | ✓ | ✓ | ✓ |
| 5i | Willingness to undertake training and a commitment to professional development. | E | ✓ | ✓ | ✓ |
| 6. Other Considerations | | | | | |
| 6a | Willing & able to work out of normal hours, e.g. for Academy events, etc. | E | ✓ | | ✓ |
| 6b | Willing & able to travel between all Academies within the Trust. | E | ✓ | | ✓ |
| 6c | Willing & able to travel locally to other schools / colleges / academies and occasionally to other local or national venues as appropriate. | E | ✓ | | ✓ |
| 6d | Willing & able to take annual leave during school holiday periods. | E | ✓ | | ✓ |

E – Essential, **D** – Desirable **App** – Application Form, **Ref** - Reference, **Int** - Interview