



LIFE MULTI-ACADEMY TRUST COMMUNICATIONS AND MARKETING OFFICER COUNTSTHORPE ACADEMY RECRUITMENT PACK

Grade 8 (Pay point 15-18)

Fixed term to August 2025 in the first instance

10 hours per week

Actual salary £6,259 - £6,789 (£14.36 - £15.58 per hour)

Required **ASAP**



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The Advert	Page 3
Letter to applicants	Page 4
Job Profile	Page 5 & 6
Personnel Specification	Page 7
The Application Process	Page 8
Vision, Values and Ethos, Trust Schools	Page 9
Our Offer to Staff within the LiFE Multi-Academy Trust	Page 10 & 11

Advert

Communications and Marketing Officer
Fixed term to August 2025 in the first instance
(Countesthorpe Academy)
10 hours per week
Grade 8 (Pay point 15-18)
FTE: £27,717- £30.066
Actual salary: £6,259.44 - £6,789 (£14.36 - £15.58 per hour)

We require talented individual who can be our Communications and Marketing Officer.

You will be supported with a thorough induction to enable you to build an understanding of the day-to-day aspects of the role.

As a Trust we believe that the staff we employ to work across our schools share the core value of 'Bringing Learning to LiFE'. Every member of staff, employed by the Trust, plays a pivotal part in its future success. The values and ethos of our Trust shines through each school's unique and individual culture.

"Our Trust believes in working together to achieve better outcomes for our students and serving our local communities."

Application forms and further details can be downloaded from Eteach.

The closing date for completed applications is Midnight Wednesday 18th December 2024.

Interviews will take place soon after at Countesthorpe Academy

"LiFE Multi 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 will be subject to a DBS check and an online search."

Dear Applicant

Communications and Marketing Officer (Fixed term to August 2025 in the first instance)

Thank you for your interest in the above post.

The LiFE Multi-Academy Trust Leicester Forest Hub currently consists of Bosworth Academy, Countesthorpe Academy, The Winstanley School, Desford Primary School, Kingsway Primary School and Braunstone Frith Primary School.

Countesthorpe Academy is a welcoming and friendly place to work. We encourage potential candidates to arrange a visit and to find out more about the role, prior to applying.

For more information about this role or to arrange a visit please contact TTassell@clcc.college

The following information is included in this pack:

- Job Profile and Personnel Specification
- An application form can be downloaded from Eteach

If you are interested in applying for our post, please complete the following:-

- Application form
- Covering letter (of no more than two sides of A4) outlining your experience

Your application should be completed via Eteach by midnight on Wednesday 18th December 2024.

We look forward to receiving your application.

Yours faithfully

Mrs C Aitcheson
Headteacher

Job Profile

Job Title:	Communications and Marketing Officer, Countesthorpe Academy
Grade:	Grade 8 (points 15 to 18) Actual salary £6,259.44 - £6,789 (£14.36 - £15.58 per hour)
Hours of Work:	10 hours per week – we can offer flexible working for this role
Key Relationships/ Liaison with:	Senior Leadership Team/ICT Development
Conditions of Service	Local Government conditions of service
Job Purpose:	To generate ideas and initiatives to support the positive presentation of the Academy to parents and other key audiences. To produce the newsletters and other publications and to create content for our social media posts.

MAIN DUTIES AND RESPONSIBILITIES:

- To source news stories by establishing effective channels of communication with colleagues, student representatives and other contacts within the Academy.
- To write and create content for news articles and other material to enhance the positive image of the Academy to the media.
- To generate and maximise positive media coverage.
- To arrange and oversee media interviews for staff and/or students, and to advise/brief spokespeople where necessary.
- To plan and organise media launches for key school events.
- To produce and publicise information for the Academy's Open Evenings, ensuring that the necessary information is sent to all feeder schools.
- To produce other publications for staff and distribute accordingly.
- To meet with students and provide training and support for student driven publicity.
- To undertake additional projects and workload, as directed.

GENERAL RESPONSIBILITIES:

- To promote the school vision and contribute to meeting the key priorities in the Academy Strategic Plan.
- Comply with school policies and procedures relating to child protection, security, confidentiality and data protection, reporting all concerns to the appropriate person.
- All staff and volunteers to commit to the safeguarding and promoting the welfare of children and young people.
- Engage fully in the school's Performance Improvement process.
- Undertake professional development activities to enhance personal and job performance.
- Attend relevant meetings.
- Any other reasonable duties as required by the management team.

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This job description sets out the duties and responsibilities of the post at the time when it was drawn up. Such duties and responsibilities may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post.

Job Description

Role	Communications and Marketing Officer
Grade & Hours	Grade 10 / 10 Hours Per Week, 38 Weeks Per Year
Coachee link	Senior Leadership Team
Responsibilities	<p>The following list of responsibilities provide a framework of support. Over time new responsibilities may be added or removed. Any additional responsibilities will be commensurate with this pay grade.</p> <ul style="list-style-type: none"> • Marketing and promotional Information, to include website and social media • Marketing and organisation of Open day events • Promotion and publicity of all Academy events • Academy Prospectus • Academy Newsletter <p>Academy support outside of normal working:</p> <ul style="list-style-type: none"> • To attend and be on hand at Academy events. Any additional hours worked will be repaid either through hours in lieu or additional payment.



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Skills/Attributes <ul style="list-style-type: none">• Ability to work proactively• Ability to work with a range of audiences• Ability to work under pressure and meet deadlines• Ability and willingness to undertake professional development. <ul style="list-style-type: none">• Good interpersonal skills.• Empathy with children and young people.	 		App/Int Int/Ref Int/Ref Int/Ref
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The Application Process

Completed application forms should be returned to via Eteach on Wednesday 18th December 2024.

Queries

If you have any queries on any aspect of the application or need additional information, please contact Mrs T Tassell ttassell@clcc.college

Thank you

Please note that we will only consider applications from candidates if they have completed the Trust application form, CV's will not be considered.

Vision, Values and Ethos

LiFE Multi Academy Trust

Bringing Learning to LiFE

Vision:

We have a compelling desire to provide high quality, personalised and rounded education for everyone, right in the heart of our local community. We believe that no school can be deemed successful unless all those around it are also successful, popular and flourishing. Hence, we believe that dynamic, mutually accountable collaboration and challenge between local schools as members of the LiFE MAT is the cornerstone of our future success.

Each of our schools needs to be seen as a leader of, and vital to, its local community; each school is regarded as fundamental to the identity of its surrounding community. In this capacity we will relentlessly promote the values of inclusion and the celebration of diversity, alongside personal responsibility and respect.

Values:

- Ensuring that every student achieves positive, life changing outcomes
- Providing a whole education: academic excellence co-existing with an exceptional commitment to activity beyond the school gate
- **The relentless pursuit of excellence by;** expecting this of every person, every day; recognising and celebrating behaviours that lead to great progress and promoting and celebrating elite performance inside school and in the wider world
- Valuing and promoting the celebration and understanding of diversity and qualities of our staff and students
- Ensuring that all students and staff feel known, appreciated and supported
- Committing whole-heartedly to collaboration within, between and beyond our academies
- Ensuring our curricula are agents for the promotion of our values

Our Trust consists of



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The LiFE Multi Academy Trust currently consists of 10 Schools. Our lead school is Bosworth Academy with the other schools in the Trust being Ashby School, Braunstone Frith Academy, Countesthorpe Academy, Desford Community Primary School, Dovebank Primary School, Kingsway Primary School, Ibstock Community College, Ivanhoe School and the The Winstanley School.

Our offer for all staff joining the LiFE Multi-Academy Trust and our schools

Professional Capital: ***‘We believe in getting the right people, getting them to work together and getting them to stay’***

STRATEGY	DESCRIPTION
Putting Your Trust in Our Trust	We believe in your development. Everything we do is about creating a team of committed professionals who share our ambition for young people. If you believe in this too, we are committed to providing an exciting, enjoyable and rewarding working environment.
Health and Wellbeing Strategies	<p>Having happy and healthy staff is key to a successful organisation. The Trust is committed to:</p> <ul style="list-style-type: none"> providing employees with a safe, healthy and supportive environment in which to work recognising that the health and wellbeing of our employees is important providing a supportive workplace culture where individuals healthy lifestyle choices are valued and encouraged <p>We are committed to supporting colleagues to overcome the stigma and discrimination of mental health issues within the work place. To show our commitment to this we have publicly signed up to ‘Mindful Employer’ and the ‘Charter for Employers who are Positive about Mental Health’.</p> <p>We believe it is important that we are role models to our students of how to be a healthy adult. We actively promote the importance of a work life balance, offering support to staff on managing stress and workload, as well as a physical activity programme. Access to coaching, counselling and supervision is also available to all staff.</p>
Equality and Equal Opportunities	Our Trust and its schools are committed to ensuring equality of opportunity in line with the Equality Act 2010. The Trust seeks to reduce disadvantages, discrimination and inequalities of opportunity, and



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	<p>promote diversity in terms of its students, workforce and our wider communities we serve.</p>
<p>Development of Professional Capital and Excellence</p>	<p>As a Trust we always look to invest in our staff and pride ourselves on our ‘home grown talent’. We pride ourselves on this and believe this has the biggest impact on how our staff understand their communities and make a difference to the lives of our young people.</p> <p>Quite simply, our aim is to employ people who match our ethos and values and enable them to truly collaborate with colleagues across the Trust so that they are satisfied professionally.</p> <p>Examples of the many opportunities we encourage staff to take up externally include:</p> <p>Support staff have their own Personal Improvement Plan that they use as a tool to create a bespoke professional development plan. All support staff also receive Coaching and training opportunities, in order to help them feel empowered and in charge of their own development.</p> <p>Across the Trust we pride ourselves on equal opportunities for all staff, irrespective of background, gender, disability, religion, sexual orientation or age.</p>
<p>Sabbatical and Flexible Working Policies</p>	<p>We have developed a unique sabbatical policy to support staff to develop their interests. For some, this has been to develop professionally, whilst others have taken this time to experience travel with their family. See our policy for further details.</p> <p>Flexible working arrangements are also promoted across the Trust where possible, to enable our staff to manage their work life and family commitments.</p>
<p>Strong Induction Process</p>	<p>It is important to us that every member of staff has the right start to working in our Trust. The importance of a good induction is invaluable for new starters irrespective of previous experience.</p>
<p>Attendance of Staff</p>	<p>Our staff are committed to their roles and ensure that students are supported to maximise their outcomes. Levels of attendance are exceptionally high across all staff and well above national averages in the education sector and beyond.</p>

We are always looking for highly quality teachers and support staff who buy into our values across the LiFE Multi Academy Trust and our school