

John Taylor Multi Academy Trust

Location	Central Team	
Post Title	Marketing and Communications Officer	Grade 8

Reporting Relationships

Responsible to: JTMAT Chief Executive Officer

Key relationships: Central Team

Liaising with: Trust Schools and External stakeholders

Statement of Purpose

- To work with the CEO and other Trust staff to design, develop and implement an effective marketing and communications strategy for the Trust.
- Researching and implementing innovative and imaginative marketing ideas to create/maintain interest in the Trust as it grows.
- Managing the Trust's digital strategy to ensure Trust and school websites and social media platforms are effective and engaging.
- To be the first point of contact for all media enquiries relating to the Trust and its schools, fostering good relations with those contacts and obtaining maximum coverage for events and activities.

Specific responsibilities include:

- Collation and production of high quality content for a range of communication formats including websites and social media platforms. This may involve the production of video and photographic content.
- Maintain oversight of existing and new social media accounts to ensure all communication reinforces the Trust's strategic direction and cohesive brand image.
- Collation of material, production of content and distribution of termly in-house publication – JTMATters.
- Undertaking annual updates to Trust and school staff recruitment packs.
- Collation of material and production of Trust Strategic Plan and other corporate documents.
- Promotion of excellent and consistent communication practice across Trust schools to ensure effective relations with current and future parents and other stakeholders are as effective as possible. This may include providing training in the effective use of social media.
- Ensuring Trust and school websites are compliant, vibrant and up to date.
- Actively monitor the impact and effectiveness of marketing and communications campaigns.
- Attendance at Trust events as required including those associated with the Trust's Free School programme.

Other duties

- To participate in Central Team meetings, induction training and staff probation and review processes.
- To actively engage in own professional development and participate in the Trust's performance management arrangements via the School IP system and ensuring compliance and consistency of approach across all our schools.
- The post-holder is expected to familiarise themselves with and adhere to all relevant Trust and School Policies and Procedures.
- The post-holder must comply with the Trust's Health and Safety requirements.
- The post will be subject to an Enhanced Disclosure and Barring Service Check (DBS) before the appointment is confirmed. This will include details of ALL cautions, reprimands or final warnings as well as convictions, whether "spent" or "unspent". Criminal convictions will only be taken into account when they are relevant to the post.

Professional Accountabilities

The post holder is required to be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, and in particular the regulations relating to UK GDPR, reporting all concerns to an appropriate person. In addition they are to contribute to the achievement of the Trust's objectives through:

Safeguarding

- Promote and safeguard the welfare of children and young persons you are responsible for or come into contact with.

Equalities

- Ensure that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

Health and Safety

- Ensure a work environment that protects people's health and safety and that promotes welfare and in accordance with the JTMAT Health and Safety policy.

Person Specification
Marketing and Communications Officer

Criteria	Measured by
<p>Experience</p> <p>Essential</p> <ul style="list-style-type: none"> • At least 3 years' experience working in a business environment. • Excellent written communication skills with meticulous attention to detail. • Proven experience in managing social media and other digital platforms. <p>Desirable</p> <ul style="list-style-type: none"> • Experience of working in a Trust or other educational/ multi-site environment. 	<p>AF/I</p> <p>AF/I</p>
<p>Qualifications/Training</p> <ul style="list-style-type: none"> • A marketing, journalism or PR qualification to degree or diploma level or equivalent experience • Proven commitment to own professional development. 	<p>AF/I</p>
<p>Knowledge/Skills</p> <ul style="list-style-type: none"> • An understanding of relevant marketing codes and regulations, data protection, UK GDPR, copyright etc. • Excellent written and oral communication skills. • High level of administrative, organisational, planning and prioritising skills. • High level of accuracy and attention to detail. • High level of IT literacy including managing multiple communications channels and online platforms. • Excellent interpersonal skills – evidence of ability to establish effective working relationships with colleagues of all levels. • Ability to exercise judgement and skill to enable independent working. 	<p>AF/I</p> <p>AF/I</p>
<p>Behavioural Attributes</p> <ul style="list-style-type: none"> • Identifies the service needs of the pupils, parents, the community and other stakeholders by proactively gathering feedback to ensure own service, delivers the diverse needs of its customers and encourages social inclusion. 	<p>AF/I</p>

<ul style="list-style-type: none"> • Ensures main strategic priorities are translated into clear objectives and practical actions, ensuring resources and activities of teams are aligned for day to day strategic priorities. • Helps others to find value for money ways to continuously improve the service. • Anticipates the need for change and proactively introduces systems to ease and support transition. • Maintains a clear sense of purpose and direction during periods of change by proactively consulting when planning change and supporting others through the change process. • Creates a sense of self belief, energy and pride in others about what the school are setting out to achieve. • Plans communication effectively and acts as a role model in providing open, honest communication. • Ensures team are focused on the contribution they must make. • Handles sensitive issues constructively to resolve conflict. • Manages demanding workloads and meet commitments. • Ensures the team receives sufficient resources and backing to deliver against objectives. • Manages performance robustly within an inclusive working environment that values everyone's contribution, coaches others in developing and maintaining effective relationships and team working. • Overcomes obstacles to achieve teams' objectives. • Takes considered risks using initiative and flexibility to deliver. • Creates opportunities for self and others to acquire and apply new skills by involving individuals in setting appropriate personal development objectives and providing agreed development opportunities, supports others by coaching and mentoring. • Promotes a culture of trust, where honest and constructive feedback is sought. • Ensures people grow and develop by allowing teams and individuals to be creative in how they work, highlighting, celebrating and rewarding success. • Develops and nurtures networks within and outside the organisation. 	
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AF = Assessed by Application Form

I = Assessed at Interview/Selection Activity

Note 1:

The content of this job description will be reviewed with the post holder on an annual basis in line with the Trust's performance and development review policy. Any significant change in level of accountability that could result in a change to the grade will be discussed with the post holder.

Note 2:

In addition to the ability to perform the duties of the post, issues relating to safeguarding and promoting the welfare of children will need to be demonstrated.