



**United Learning**  
The best in everyone™

**Briefing Pack for Applicants**

**Marketing and Communications Officer**

**June 2024**

## Contents

Section 1 – Post Advertisement .....	1
Section 2 – United Learning .....	3
Section 3 – Letter from the Regional Director.....	4
Section 4 – Letter from the Principal of Barnsley Academy .....	5
Section 5 – Letter from the Principal of Sheffield Park Academy .....	6
Section 6 – Letter from the Principal of Sheffield Springs Academy.....	7
Section 7 – Job Description .....	8
Section 8 – Person Specification .....	12
Section 9 – The Appointment Process .....	14
Section 10 – Visitors/Contacts .....	15

## Section 1 – Post Advertisement

<b>Job title:</b>	Marketing and Communications Officer
<b>Location:</b>	Barnsley and Sheffield
<b>Starting salary:</b>	£35,000 gross per annum
<b>Contract:</b>	Full-time, permanent
<b>Start date:</b>	September 2024

We are seeking to appoint an experienced individual to provide a professional and efficient marketing and communications service over the Yorkshire Cluster of United Learning academies.

The academies are Secondary schools based in Barnsley and Sheffield; Barnsley Academy, Sheffield Park Academy and Sheffield Springs Academy, with a fourth joining in the near future.

This is an exciting opportunity to take on a role within the Cluster.

The successful candidate will have overarching responsibility for providing a professional marketing and communication service, you will develop and actively support internal and external marketing and communication, supporting the promotion of the Cluster with key stakeholders and public audiences.

This role requires a highly focussed individual who is organised and passionate about making a difference for our academies and the local communities. The successful candidate will be a highly efficient individual with outstanding attention to detail. This is a challenging role that will bring many rewards.

### **We will offer you:**

- Highly competitive pay above national average.
- Excellent facilities and resources.
- Access to an outstanding professional development programme.
- A respectful working environment.
- Supportive, friendly colleagues who are committed to each other's professional development.
- A chance to become part of United Learning, one of the largest groups of academies in the country.
- Opportunities to work collaboratively with colleagues in each academy, across the Cluster and United Learning.
- Excellent employee benefits which include a highly sought-after pension scheme with high employer contributions.
- Access to training through the Apprenticeship Levy.
- Perkbox benefits platform.
- Free on-site parking.
- Access to an Employee Assistance Programme (EAP).
- We encourage open and regular conversations about work-life balance.

As part of United Learning our aim is to bring out 'the Best in Everyone' and we continuously strive to ensure that students and staff have every opportunity to succeed, with their potential developed to the utmost.

United Learning is one of the largest and most successful Trusts in the country who offers unrivalled Continuing Professional Development (CPD) and training, including opportunities for nationwide networking.

## **We are looking for:**

- An individual with excellent communication skills.
- A professional with validated Marketing and Communications management experience.
- Excellent IT skills.
- Excellent copy-editing skills.
- Ability to present proposals in a simple and effective way to senior internal collaborators.
- Report writing and presenting to a variety of audiences.
- You must have strong organisational skills, a keen eye for detail, high standards and take pride in your work.
- Ability to adapt to changing and diverse workload with autonomy and resilience.
- Demonstrate a positive, proactive and professional approach at all times.

Please see the job description and person specification for further detail.

To apply, please click the 'Apply Now' button at the top of the advert on our website using the following link to our vacancies page: [Sheffield Park Academy Vacancies](#) and complete our online application form. Please note that CVs are not accepted. **The closing date for this post is 9:00 am on Monday 08 July 2024. Interviews will take place soon after.**

**If you would like to discuss this exciting opportunity, please contact [hr@unitedlearningyorks.org.uk](mailto:hr@unitedlearningyorks.org.uk)**

United Learning is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Employees will, in accordance with statutory guidance, be subject to a comprehensive checking process including references from current and previous employers, health, Right to Work in the UK, an Enhanced DBS check and a further check against the appropriate barred list.

## Section 2 – United Learning

The Yorkshire Cluster is part of United Learning which is a large and growing group of schools aiming to offer life changing education to children and young people across England.

Our schools work as a team and achieve more by sharing than any single school could. Our Subject Specialists, Group-wide Intranet, our own curriculum and online learning portal all help us to share knowledge and resource, which supports simplifying work processes and managing workloads for an improved work-life balance.

As a Group we can reward our staff better, we provide good career opportunities, better pay, employee benefits and ultimately, the satisfaction of helping children to succeed. We invest in our staff wellbeing. Our academies each have at least eight INSET/training days per year (with three of those solely dedicated to planning) and an ongoing group-wide wellbeing programme. It is an ethos we call ‘the Best in Everyone’.

We are working hard to become a more diverse organisation, which is key to our commitment to bringing out ‘the Best in Everyone’. We welcome applications from everyone committed to this ethos and would particularly welcome applications from black and minority ethnic candidates who are currently under-represented in the Group as a whole. We always appoint on merit. We are open to discussing flexible working options.

<https://unitedlearning.org.uk/>

## Section 3 – Letter from the Regional Director

Dear Candidate

Thank you very much for your interest in the role within the Yorkshire United Learning Cluster. The cluster itself is a close-knit group of three Secondary Academies: Barnsley Academy, Sheffield Park Academy and Sheffield Springs Academy, who work alongside a number of local Primary Academies; all from within the United Learning Trust.

The cluster is well-established and has excellent support from locally based cluster central services. These cover Business Management, HR, IT and Site/Estate Facilities. They are led by an Executive Business Manager. This provides our Academies with excellent trained advice and support in these areas; this benefits the leadership and wider staff of every Academy.

United Learning Trust is a national organisation serving Primary and Secondary Academies, all-through Academies and Independent Schools. Our ethos is, “the Best in Everyone”. This is a useful phrase that sums up the work and focus of the organisation. Every decision taken is done with this aim in mind: for staff, for students and for the community. The Trust values of Respect, Determination and Ambition are driven through the Character Programme, which each Academy has carefully interpreted in their own way. The Trust attributes of Creativity, Confidence and Enthusiasm are demonstrated at every level.

United Learning, and Academies within the Yorkshire Cluster, demonstrate a strong commitment to staff CPD and staff wellbeing. If you join our schools you will be inducted, supported and developed in a deliberate way from before you even take up post. Our status as an Academy Trust enables highly competitive rates of pay progression and our employee schemes, such as Perkbox, are an attractive feature of employment.

Above everything, we put young people first and seek to recruit adults who share this view. We work with students, parents and families to provide a structured, supportive experience that enables them to achieve as well as they possibly can and become excellent scholars and rounded individuals. We insist on classrooms and corridors that are respectful, orderly places where everyone is expected to display positive and mature attitudes.

Applying for a new job is a huge investment of time and emotional energy. The recruitment decision has to be right for employee and employer. I would encourage you to seek out any information you need in order to make the important decision to apply and we welcome visits to our schools in advance of applications wherever this might be helpful.

I do wish you the very best with your application and thank you again for considering us.

Best wishes,

Laura Moore  
Regional Director  
United Learning

## Section 4 – Letter from the Principal of Barnsley Academy



Dear Candidate

Thank you very much for your interest in joining Barnsley Academy. I am delighted to introduce you to our school and I hope that this application pack provides you with an overview.

Barnsley Academy and the United Learning academy trust are committed to teaching a knowledge-rich curriculum and education with character to all of our students. We believe in explicit instruction and traditional teaching methods. Our approaches are greatly influenced by Doug Lemov's 'Teach Like A Champion', with our lesson sequences underpinned by Rosenshine's principles. We are an outward-facing school, learning from outstanding schools both within the group and beyond. We are unapologetic about our high standards and unashamedly ambitious for all of our students, and we are on a journey to becoming a great school with excellence as standard. As part of this journey, we are creating an academic culture that is warm and strict, disciplined and joyful, and ensures impeccable behaviour, so that teachers can teach and students can develop their knowledge.

If you are aligned with our mission and values, we very much look forward to hearing from you.

Good luck with your application and thank you again for considering Barnsley Academy as the next stage in your career.

With best wishes,

Naveed Khan  
Principal  
Barnsley Academy

## Section 5 – Letter from the Principal of Sheffield Park Academy



Dear Candidate

Thank you very much for your interest in joining Sheffield Park Academy. I am delighted to introduce you to our school and I hope that this application pack provides you with an overview.

Sheffield Park Academy is a flourishing 11-18 school and we really value working as part of the Yorkshire cluster alongside our sister schools; Barnsley Academy and Sheffield Springs Academy. Our close collaboration across the schools is a real source of strength and support as is the wider support of United Learning and in particular our Regional Director.

We fully subscribe to the ethos and values of United Learning and as Principal, I would thoroughly recommend working for the group.

If you are aligned with our mission and values, we very much look forward to hearing from you.

Good luck with your application and thank you again for considering Sheffield Park Academy as the next stage in your career.

Best wishes,

Brendan Hesketh  
Principal  
Sheffield Park Academy



## Section 6 – Letter from the Principal of Sheffield Springs Academy



**Sheffield Springs Academy**  
The best in everyone™  
Part of United Learning

Dear Candidate

Thank you very much for your interest in the role at Sheffield Springs Academy. The school itself is a fantastic place to work and a brilliant place to learn. Our values are respect, excellence, ambition and pride; if you join our academy, you will see these demonstrated in all aspects of academy life and by all members of our wonderful team.

### **The team**

I am extremely proud to be the Principal of Sheffield Springs Academy, I have worked at the academy for over 15 years and many colleagues have been here longer than this still; I believe this shows the team ethos and community-feel of our academy. The team are deeply invested in our students and new employees are warmly welcomed into this team.

### **Where we are and where we're going**

Sheffield Springs Academy is an outward-facing school, learning from outstanding schools both within the group and beyond. We are unapologetic about our high standards and unashamedly ambitious for all our students and our staff team, we are embarking upon a journey towards becoming a great school. As part of this journey, we are creating an academic culture that is warm, disciplined and joyful and ensures impeccable behaviour. We aim for a culture that means teachers can teach and students can develop their knowledge.

We are committed to staff wellbeing and have a wide-reaching wellbeing programme in place, we listen to the views of our staff team and we strive to make Sheffield Springs a brilliant place to work. We hold celebration briefings, ensure early finishes on INSET days, have a realistic marking policy, calendar in meeting-free-weeks and host a range of wellbeing activities to make sure staff have the time and support they need to fully support our pupils.

### **Location**

Our academy is located at one of Sheffield's highest points, with incredible views across our catchment area directly to Stanage Edge, Hathersage and beyond into the Peak District. We are less than 30 minutes from the beautiful Peak District National Park, only 15 minutes away from the M1 motorway network and just a 5-minute walk to the nearest Supertram stop which provides efficient links to all areas of the city. Sheffield is a vibrant and diverse city; we are incredibly lucky to be in such a fantastic location which offers so much.

Applying for a new job is a huge investment of time and energy. I would encourage you to seek out any information you need in order to make the important decision to apply and I welcome visits to our school in advance of applications wherever this might be helpful.

I wish you the very best with your application and thank you for taking the time to consider Sheffield Springs Academy as a place of employment.

Best wishes,

Claire Cartledge  
Principal  
Sheffield Springs Academy

## Section 7 – Job Description



### Job Description

<b>Post title</b>	Marketing and Communications Officer
<b>Salary</b>	Band 3
<b>Responsible to</b>	Operations Manager
<b>Responsible for</b>	The postholder does not have any direct line management responsibility.
<b>Role purpose</b>	<p>To develop and actively support internal and external marketing and communication within the Cluster and its academies, supporting the promotion of the Cluster with key stakeholders and public audiences.</p> <p>Support the Cluster to sustain it's brand and identity, communicating academy news and information through a range of media to a variety of audiences.</p> <p>Engage with appropriate suppliers, designs, developers to achieve value for money and quality marketing collateral.</p>
<b>Relevant qualifications</b>	Degree relevant to the requirements of the role.

The postholder must, at all times, carry out their duties and responsibilities within the spirit of United Learning and academy policies and procedures, and within the legislative framework applicable to academies.

### Role Summary

The Marketing and Communications Officer will carry out their role and responsibilities in a manner which is in keeping with the values and vision of each academy within the Cluster.

The postholder is responsible for providing professional marketing and communication collateral in partnership with senior leaders to enhance the effectiveness of each academy and achieve improved standards of learning and achievement.

### Key Responsibilities

Although not an exhaustive list the following gives an indication of the role and associated responsibilities.

#### Main Responsibilities

- The Marketing and Communications Officer promotes the highest standard of business ethos within the operations function of each academy and ensures the most effective use of resources in support of the Cluster's objectives.
- Provide advice and support senior leaders to create, develop and promote each academy within the Cluster.
- Contribute to the development of an effective, customer focused business support service which is characterised by high standards of delivery.
- Ensure that all communication, marketing, customer and stakeholder-facing collateral across the Cluster is consistent with and supports the United Learning brand strategy.
- Working in liaison with academy Principals, draft and delivering high quality and engaging communications, both print and online, including news stories, features, social media and newsletters.
- Support the development of the Cluster's digital profile, across websites, social media and email marketing, working with academy Principals to deliver local-level impact.
- Manage and develop academy websites, including the creation, upkeep, and management of content. Ensure the appropriateness of content for the target audiences and effective oversight of all page owners/editors and their contributions to sites.
- Support staff within the Cluster academies who have web content responsibility.
- Support with website accessibility and GDPR compliance in Academy communications activities, including utilising and advocating appropriate platforms and formats for internal and external audiences.
- Manage the Cluster intranet webpages, including the creation, upkeep, and management of content. Be proactive in raising the Cluster profile through social media, recognising collaborations, partnerships, promotional opportunities and disseminating information effectively.
- Manage the procurement of the Cluster collateral, liaising with the Cluster Finance Team to ensure value for money is achieved.
- Develop individual communications plans for academies and be responsible for their full implementation.
- Be the guardian of the Cluster and academy brand, delivering clear guidance for use of the brand as well as templates to be followed.
- Provide advice and guidance to individual academies on their communications collateral, newsletters, prospectuses, adverts etc. and work with academies to develop and produce them.
- Deliver a wide range of marketing communications activities that influence, engage and change behaviours.
- Carry out a range of other communication tasks to raise the profile of the Cluster and its academies.
- Monitor the impact of marketing communications activities, in-line with the objectives set.

- Draft and deliver high quality and engaging communications projects, news releases and website copy for internal and external audiences.
- Brief and manage a suite of creative designers, videographers, and web developers.
- Oversee the production of publications, including the writing of copy.
- Help to deliver engaging and exciting events to key stakeholders. This will include coordinating the Cluster and academy events calendars, both internal and external events.
- Represent the Cluster at internal and external meetings and events.
- Compile and analyse statistics related to online and social media presence and making recommendations for development.
- Support emergency planning and business continuity communications as required.
- Pursue and promote the achievement and integration of diversity and equality of opportunity throughout the Cluster's activities.
- Plan, monitor and review health and safety within areas of personal control.
- Participate in the Performance Management process and engage in Continuous Professional Development (CPD) and networking to ensure that professional skills and knowledge are up to date.
- Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents/carers and colleague.

### **Personal Competences**

- Ability to contribute to the development of Marketing and Communications systems.
- The postholder will be required to evidence through actions the level of knowledge of services within each academy.
- Actively seek to maintain and develop knowledge in appropriate areas.
- Skilled in the management and troubleshooting of Marketing and Communications related systems.
- Support new academies joining the Cluster with system implementation, training and understanding of United Learning policies.

### **General**

- Develop excellent working relationships with colleagues internally, centrally and externally.
- Be an effective and flexible member of the team.
- Ensure any documentation produced is to a high standard and is in-line with the in-house style.
- Participate in training and other learning activities as required.

- Participate in the Performance Management process.
- Provide appropriate guidance and supervision and assist in the training and development of staff as appropriate.
- Represent the academy at events as appropriate.
- Support and promote the academy and United Learning's ethos, contributing to strengthening relationships between academies in the Cluster and between the Cluster and central office.
- To be aware of and comply with United Learning policies and procedures relating to Child Protection, Health and Safety, security, confidentiality and Data Protection, reporting all concerns to the appropriate person.
- To actively participate in Continuous Professional Development (CPD) and act as a positive role model across the academies and United learning.
- The above duties are not exhaustive and the post-holder may be required to undertake tasks, roles and responsibilities as may be reasonably assigned to them by the Executive Business Manager and Principals.
- This job description will be kept under review and may be amended via consultation with the individual, Executive Business Manager and Human Resources as required.

## Information

The need to adapt working hours around the business need of the academies and Cluster is an expectancy of the job role.

The information contained above is to help staff understand and appreciate the work content of their post and the role they are to undertake in the organisation. However, it should be noted that whilst every effort has been made to outline all duties and responsibilities, a document such as this does not permit every item to be specified in detail. Broad headings have therefore been used in which case all the usual associated duties are included in this job description.

This job description will be reviewed annually as part of the performance management process and may be subject to amendment or modification at any time after consultation with the postholder. Elements of this job description and changes to it may be negotiated at the request of either the postholder or the incumbent of the post.

I accept my job description and job title as detailed above.

<b>Name (print)</b>	
<b>Sign</b>	
<b>Date</b>	

## Section 8 – Person Specification



### Person Specification

<b>Post title</b>	Marketing and Communications Officer
<b>Salary</b>	Band 3

<b>Education and Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
Excellent literacy and numeracy to support delivery in the role.	X	
Educated to degree level or equivalent	X	
Evidence of further professional development and training.	X	
<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Considerable successful experience in a broad-ranging marketing or communications position with demonstrable expertise in delivering marketing and communications activities, either in-house, or at an agency.	X	
Good working knowledge of all communications disciplines, including social and digital media, and their use as part of an integrated communication strategy.	X	
Outstanding copywriting skills and the ability to write a wide range of compelling, accurate and engaging copy on and offline.	X	
Proven ability in using web analytics tool and how to use this data to improve communications.	X	
Experience in successfully managing a significant workload operating to tight deadlines.	X	
Experience managing external agencies and within the branding guidelines of United Learning.	X	
Experience in media, public relations and communication.	X	
Experience of using a variety of communication channels and proven experience of providing advice and guidance on appropriate channels to ensure the reach of communications is effective.	X	
<b>Knowledge and Skills</b>	<b>Essential</b>	<b>Desirable</b>
Up to date knowledge of marketing mix, including experience of brand identity and delivery, marketing, collateral and digital communication.	X	
Excellent proof-reading skills.	X	
Excellent attention to detail.	X	
Excellent interpersonal and networking skills to support engagement with a wide variety of internal and external stakeholders.	X	
Excellent ICT skills to deliver high-quality digital marketing.	X	

Excellent customer service skills.	X	
Methodical approach to work tasks.	X	
Highly motivated to support the marketing and identity of the Cluster and United Learning.	X	
Ability to deliver multiple projects to deadline.	X	
Ability to operate in a fast-paced environment.	X	
<b>Management</b>	<b>Essential</b>	<b>Desirable</b>
Acts as a role model for professional behaviour and good practice.	X	
Sets the pace for action and demonstrates commitment to achieving goals.	X	
Actively supports the implementation of improved systems and processes.	X	
<b>Teamwork</b>	<b>Essential</b>	<b>Desirable</b>
Recognises the contribution and achievement of colleagues.	X	
Keeps colleagues, stakeholders and/or customers informed of progress.	X	
Treats others fairly, openly and consistently.	X	
Expresses disagreement or challenges views calmly, constructively and tactfully.	X	
Supports and co-operates with colleagues.	X	
<b>Personal Attributes</b>	<b>Essential</b>	<b>Desirable</b>
High levels of discretion, confidentiality, and awareness of Data Protection.	X	
High levels of personal and professional integrity.	X	
A facilitative approach to problem-solving and a 'can do' mindset.	X	
Good written and verbal communication skills.	X	
Ability to prioritise, multitask and manage workloads while maintaining a flexible response to urgent requests.	X	
Good interpersonal skills and ability to work with stakeholders at all levels.	X	
Organised and good attention to detail.	X	
Maintains high standards and takes initiative to make things better.	X	
Make recommendations for improvements to enhance quality of service.	X	
Ability and willingness to travel regularly to locations within the cluster.	X	
Ability to drive and the use of a vehicle is advantageous.		X

## **Section 9 – The Appointment Process**

These notes are intended to guide you when making an application.

### **The Application Form**

The application form is accessible via the 'Apply' link on the job advertisement. Please complete the application form neatly, fully and accurately, including exact dates. You are requested to submit a concise application. CVs are not accepted.

### **Education and Training**

State your qualifications and any training you have undertaken relevant to the post.

### **Present Appointment**

Make it clear what your present post is, which establishment you work in and who your employer is.

### **Previous Appointment**

When completing this section it is important that you offer a continuous record, or an explanation of any gaps to allow full account to be taken of your experience, for example, child raising, voluntary work.

### **Referees**

Suitable referees are people who have direct, recent experience of your work and who are in responsible positions. References will be taken if the candidate is successfully short-listed for interview. We may need to contact them at short notice so please be specific with regard to contact addresses including e-mail and telephone numbers.

### **The Supporting Statement**

The supporting statement is regarded as a very important part of your application. You should make statements that demonstrate how your qualifications and experience match the post.

### **Arrangements for Interview**

Shortlisted applicants will be contacted as soon as possible after the closing date. Referees are contacted prior to the interview stage for teaching and support staff posts. We would ask that all shortlisted applicants read the safeguarding information on the academy website/s prior to attending the interview.

### **The Interview**

Candidates will be invited to interview at the academy during which time they will have the opportunity to meet staff and students and see the academy at work.

### **Feedback**

Feedback is offered to those candidates who are shortlisted, interviewed and not recommended for appointment. It is hoped that this information will help you with future applications.



## Section 10 – Visitors/Contacts

**The academies are located in thriving towns close to the beautiful Peak District**



### Barnsley Academy

The best in everyone™

Part of United Learning

Barnsley Academy  
Farm Road  
Kendray  
Barnsley  
South Yorkshire  
S70 3DL

Website: [www.barnsley-academy.org](http://www.barnsley-academy.org)

Email: [enquiries@barnsley-academy.org](mailto:enquiries@barnsley-academy.org)

Telephone: 01226 284606

Barnsley Academy is an 11-16 secondary and is Ofsted rated 'Good'. As part of United Learning our aim is to bring out 'the Best in Everyone' and we continuously strive to ensure that students and staff have every opportunity to succeed, with their potential developed to the utmost.



### Sheffield Park Academy

The best in everyone™

Part of United Learning

Sheffield Park Academy  
Beaumont Road North  
Sheffield  
South Yorkshire  
S2 1SN

Website: [www.sheffieldpark-academy.org](http://www.sheffieldpark-academy.org)

Email: [info@sheffieldparkacademy.org](mailto:info@sheffieldparkacademy.org)

Telephone: 0114 2392661

Sheffield Park Academy is an Ofsted rated 'Good' academy. The academy is part of United Learning, a national group of schools and academies. Sheffield Park Academy is an 11-18 academy. As part of United Learning our aim is to bring out 'the Best in Everyone' and we continuously strive to ensure that students and staff have every opportunity to succeed, with their potential developed to the utmost.



# Sheffield Springs Academy

The best in everyone™

Part of United Learning

Sheffield Springs Academy  
Hurlfield Road  
Sheffield  
South Yorkshire  
S12 2SF

Website: [www.sheffieldsprings-academy.org](http://www.sheffieldsprings-academy.org)

Email: [enquiries@sheffieldsprings.org](mailto:enquiries@sheffieldsprings.org)

Telephone: 0114 2392631

Sheffield Springs Academy is an 11-16 secondary school and is Ofsted rated 'Good'. As part of United Learning, our aim is to bring out 'the Best in Everyone'. Our values are Respect, Excellence, Ambition and Pride, and these are demonstrated in all aspects of academy life by all members of our wonderful team.