



Shaw
Education
Trust



Careers

at Shaw Education Trust



Job Title:	Marketing Assistant
Grade:	2
SCP:	SCP 8 – SCP 10
Conditions of Service:	Support Staff Contract
Responsible to:	Headteacher

Job Purpose

The purpose of the Marketing Apprentice will be to work closely with 3 Shaw Education Trust schools located within Derby (St Martins School, St Andrews Academy and Ivy House School) to promoting their achievements, activities, and events through engaging online and offline content. This is an exciting opportunity to develop your skills in digital marketing, design, and content creation while working in supportive and vibrant school communities. The Marketing Apprentice will drive retention and engagement while ensuring consistency of brand messaging.

Key Responsibilities

Content Creation and Management

- Social media: Plan, create, and publish engaging posts to showcase school life, key events, and achievements across platforms such as Twitter, Instagram, and Facebook.
- Newsletters: Assist in drafting and designing newsletters for parents, carers, and the community.
- Websites: Update and maintain school websites to ensure compliance with statutory requirements and enhance user experience.
- Preparing, formatting, and editing a range of documents.
- Creating and interpreting a variety of reports.
- Work with external agencies to develop and design marketing materials
- Learning and working with various types of software for digital marketing.
- Understanding company product and brand.
- Analysing questionnaires and other forms of feedback.

Promotional Materials

- Design flyers, posters, and other promotional materials for school events such as open days, performances, and fundraisers.
- Collaborate with staff to create high-quality content, including photography and videos, to capture the essence of school activities.
- Help identify marketing trends and key opportunities for innovation.

Event Support

- Attend school events to capture photos, videos, and stories for use in social media, newsletters, and other marketing materials.
- Assist in setting up and promoting events, ensuring consistency with the schools' branding.

Training and Development

- Undertake a Marketing Apprenticeship programme, developing skills in content creation, digital marketing, website management, and graphic design.
- Receive mentorship and support from experienced marketing professionals and school leaders.

Support to School (this list is not exhaustive and should reflect the ethos of the school)

- Promote and safeguard the welfare of children and young persons you are responsible for or come into contact with.
- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.
- Ensure all pupils have equal access to opportunities to learn and develop.
- Appreciate and support the role of other professionals.
- Contribute to the overall ethos/work/aims of the school.
- Attend and participate in relevant meetings as required.
- Participate in training and other learning activities and performance development as required.
- Contribute to the achievement of the school's objectives.
- **Promote inclusion and acceptance of all pupils within the school.**
- Establish good working relationships with pupils, acting as a role model and setting high expectations.
- Be aware of, support and ensure equal opportunities for all.
- Assist with pupil needs as appropriate during the school day.

Safeguarding

- Take responsibility for promoting the safety and welfare of all pupils.
- Report all concerns to an appropriate person.
- Co-operate and work with relevant agencies to protect children.
- Ensure all statutory requirements are adhered to, including prevention.

This job description is not prescriptive, nor necessarily a comprehensive definition of the position.

Notwithstanding the duties in this job description, you will be expected to undertake any other duties and tasks which are not specifically listed but are within the scope and remit of this post to ensure the effective delivery and development of the service.

Qualifications and Experience

Qualifications/Training

- Good understanding of numeracy/literacy skills.
- GCSEs (or equivalent) in English and Maths at Grade 4 (C) or above.
- A keen interest in marketing, communications, or digital media.

Skills and Qualities Required

- Creativity and enthusiasm for content creation, including photography and video editing.
- A high level of attention to detail.
- Ability to work effectively within a team and independently.
- Experience using computers for a variety of tasks.
- Strong written and verbal communication skills.
- Good organisational skills and the ability to manage multiple tasks effectively.
- Knowledge of social media platforms and trends.
- Competency in Microsoft applications including Word, Excel, and Outlook. Adobe CC an advantage.
- Demonstrate a keen eye for design, ensuring all outputs are visually engaging, cohesive, and aligned with the organisation's brand standards.
- Willingness to learn, adapt, and embrace new challenges.

Codification of expected norms and behaviours

Leadership, of self and others		
Attitude	Aptitude	Functional Capability
<ul style="list-style-type: none"> • Build relationships between yourself and the team, and between team members. • Unify not divide the team, promote a culture of respect. • Manage conflict well and pro-actively. • Embrace and welcome accountability of self, and for team. • Care for the well-being of your team/colleagues. • Support the retention of good staff by creating a positive culture around workforce development and team communities. • Ensure good communication amongst your team and the wider organisation as appropriate. 	<ul style="list-style-type: none"> • Ensure effective workforce development and training for self and all, including coaching and mentoring. • Spot and nurture talent – in yourself and in others. • Positively engage in development opportunities and aptitude development. 	<ul style="list-style-type: none"> • Ensure clear roles and accountabilities for the team are well understood. • Develop and promote mutual accountability between colleagues in the team. • Deploy staff and resources effectively across the team. • Manage the workload of self and team. • Know your team(s)/colleagues well.
Model our values and behaviours		
Attitude	Aptitude	Functional Capability
<ul style="list-style-type: none"> • Build trust within your teams and across the Trust. • Create and contribute to a psychologically safe environment so staff can work and flourish within your team and across the Trust. • Value compassion • Encourage a can-do approach personally and across your team. • Positively challenge poor behaviour and call it out. 	<ul style="list-style-type: none"> • Be self-reflective on your own strengths and be proactive in seeking support (via colleagues, reading or CPD) to understand any areas for improvement and ensure your development in these. 	<ul style="list-style-type: none"> • Display professional credibility to team, peers, and trustees.

<ul style="list-style-type: none"> • Be highly and consistently visible across the organisation and within your team. • Demonstrate a consistent approach and calmness. 		
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Motivate and inspire

Attitude	Aptitude	Functional Capability
<ul style="list-style-type: none"> • Celebrate and acknowledge success of self and others. • Show and demonstrate the value of others – create an abundance culture where all can be successful without threat or competition. • Demonstrate drive and ambition for self, team and Trust. 	<ul style="list-style-type: none"> • Engage in wider networking, development opportunities and/or reading to gain inspiration and personal motivation. • Understand and share your ‘why’ – and revisit it regularly. 	<ul style="list-style-type: none"> • Communicate a precise and clear vision. • Set the journey ahead which is understood by all. • Evidence sharp goal setting and achievement. • Ensure errors, oversights and mistakes are rare.

Reflection

Attitude	Aptitude	Functional Capability
<ul style="list-style-type: none"> • Demonstrate transparency and integrity within team and across the Trust. • Accept responsibility and be vulnerable, avoid a blame culture. 	<ul style="list-style-type: none"> • Take time to know yourself and engage in self-reflection and learning. • Ask thoughtful questions and seek the truth. • Give and accept feedback. 	<ul style="list-style-type: none"> • Encourage your team to reflect on efficiency and effectiveness, striving to gain a constantly improving approach.

Secure accountability by giving tools to succeed by...

Attitude	Aptitude	Functional Capability
<ul style="list-style-type: none"> • Giving generously with your time. • Ensuring 1:1 meetings are useful and effective in driving improvement. • Providing support and removing barriers to success. • Be true to your word, if you say you will do something, do it. 	<ul style="list-style-type: none"> • Have high expectations of yourself and others, seek out best practice. 	<ul style="list-style-type: none"> • Ensuring absolute clarity in terms of expectation and ‘the ask’. • Allocating resources effectively to support KPI delivery. • Be willing and able to have challenging conversations.

In addition to candidates' ability to perform the duties of the post, the interview will explore issues relating to safeguarding and promoting the welfare of children including:

- Motivation to work with children and young people
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people
- Attitudes to the use of authority and maintaining discipline
- The post holder will be required to have an enhanced DBS check



If a disabled person meets the criteria indicated by the 'Two Ticks' symbol and provides evidence of this on their application form they will be guaranteed an interview.

JC 05.12.2024

Note This job description and person specification conforms to the Shaw Education Trust job evaluation standards and cannot be amended/updated without SET HR approval