



Marketing Campaign Lead Application Pack





A WELCOME FROM

LEE BARBER, CHIEF EXECUTIVE

Welcome to INOVA Multi-Academy Trust and thank you for your interest in joining our organisation. I am the Chief Executive Officer, and I feel incredibly proud to lead such a wonderfully diverse group of schools, that have people at their heart.



At INOVA Multi-Academy Trust, our vision is clear and unapologetically ambitious: Transforming lives through the power of learning. We are a values-led Trust, committed to Innovation, Collaboration, and Excellence. These principles guide everything we do — from the way we educate and support our learners, to how we develop our staff and engage with our communities.

Each of our schools is unique, shaped by its local context, and we are proud to celebrate that diversity. But what unites us is a shared commitment to equity, high standards, and the belief that every child — regardless of background, need, or starting point — deserves a brilliant education and the opportunity to succeed.

At the heart of INOVA Multi-Academy Trust is a people-centred culture. We believe that when we invest in people, we invest in futures. That's why we have created a Trust model that is agile, responsive, and grounded in trust — one that removes unnecessary noise from schools and enables Headteachers and staff to focus on what really matters: the young people we serve.

Our central teams provide high-quality support and challenge, reducing workload and unlocking capacity at school level. From curriculum development and inclusion, to safeguarding, wellbeing, and digital transformation, we direct more resources where they matter most — into classrooms, into staff development, and into building futures full of possibility.

We also believe in doing things differently — whether that's through our Institute of Talent, our evidence-led school improvement strategy, or our collaborative leadership networks. We don't just strive for compliance — we strive for brilliance.

As CEO, I have the privilege of working alongside a deeply committed team of leaders, educators, governors, and support staff — all of whom share a common purpose: to unlock potential and create opportunity.

As a prospective staff member, or simply interested in our work, I invite you to explore our Trust and connect with our journey. Together, we are building futures worth believing in.

Thank you again for your interest in joining us and the best of luck with your application.

INOVA Multi Academy Trust

At INOVA Multi-Academy Trust, we believe wholeheartedly that our people are our greatest strength. It is our talented, dedicated and passionate colleagues—across our schools and central team—who make it possible for our pupils to flourish. When staff feel valued, supported and empowered, they create the conditions where children and young people can thrive.

We are committed to fostering a culture where colleagues feel respected, listened to and encouraged to bring their best selves to work every day. INOVA staff consistently go above and beyond, demonstrating professionalism, creativity and care in everything they do. Their commitment is the driving force behind the high aspirations we hold for every learner.

We also recognise that working in education can be fast-paced and demanding. That's why we take a solutions-focused approach, removing barriers wherever possible and ensuring our people have what they need to succeed—whether that's protected time for wellbeing, access to outstanding professional development, or simply the space to pause for a much-needed cup of tea.



OUR MISSION

To equip young people with the knowledge, skills and character to thrive in a rapidly changing world.

From nursery to destination, our pathways will embed a culture of innovation, collaboration and excellence delivered through high quality, inclusive and enjoyable educational experiences.



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Our Vision Is To Transform Lives Through The Power Of Learning

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OUR VALUES

INNOVATION

- We embrace forward thinking solutions
- We experiment, learning from our success and failures
- We champion the use of cutting-edge resources
- We are agile in our approach



COLLABORATION

- We ensure a safe and transparent culture
- We are proactively involved in our communities
- We apply resilience and adaptability
- We promote teamwork and inclusivity



EXCELLENCE

- We have high standards and expectations
- We continually evaluate, seeking improvement
- We insist on equity for all
- We foster a culture of ownership and responsibility





Working at INOVA Multi Academy Trust is a daily reminder that education changes everything. Being part of that journey — and doing it with a team that leads with heart — is what makes this place so special.

L MOORE - PRIMARY BUSINESS MANAGER



OUR OFFER

Each of our schools has its own distinctive character, reflecting the local community it serves. Children joining us have a broad range of abilities and social backgrounds. We recognise and celebrate different aptitudes and interests and believe that everyone can develop through dedication and hard work, leaving our schools fully prepared for successful lives.

PRIMARY EDUCATION

One of our primary schools is graded Ofsted 'Outstanding' and all others are graded 'Good' giving our children an excellent start to their education and preparing them fully for their secondary transition.

SECONDARY & SIXTH FORM EDUCATION

Our secondary schools work in close collaboration to further develop our curriculum and outcomes. Our sixth form provision is Ofsted graded 'Good' or 'Outstanding.'

CENTRAL SERVICES

Our support staff are highly valued, and we offer a range of central services to our schools to enable them to concentrate on outstanding teaching, high quality learning and effective support for individual needs. Services include:

- Catering
- Communications and Marketing
- Facilities and Estates
- Finance
- Governance
- HR
- IT
- School Improvement



At INOVA, we build brighter futures by nurturing not just pupils, but each other. When you're surrounded by people who truly care, every challenge becomes an opportunity to shine.

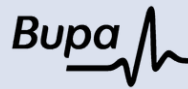


OUR BENEFITS



26 DAYS

annual leave plus bank holidays (for non term-time staff), rising to 31 days after 5 years of service



HEALTHY MINDS

24/7 confidential support for wellbeing, health, relationships, work, and legal or financial issues — including counselling, CBT, and nurse advice.



FREE PARKING

We offer free, convenient staff parking across all INOVA locations.



PENSION

Competitive pension schemes, including the Teachers' Pension Scheme (TPS) and the Local Government Pension Scheme (LGPS)



DISCOUNT

Access exclusive discount schemes for teachers and public service staff across retail, travel, and lifestyle.



CYCLE

Save on bikes and equipment through our Cycle to Work Scheme, stay active, and reduce your carbon footprint.



VACCINATIONS

Annual flu vaccinations are offered free to all staff at our school sites to help keep you healthy.



EYE-CARE

Eligible colleagues can enjoy eye-care vouchers to help with regular eye tests and maintain good vision.



HEALTH CARE

Discounted health cover through Westfield Health to support your wellbeing and provide extra care.

WE ALSO OFFER

Menopause advice and support

Support during absence

Support with short and long-term health conditions

Disability support

Neurodiversity support

Staff benefits

Mental health support

Support and advice for carers

A suite of HR policies

Reasonable adjustments

... also did I mention we're also pretty good fun. Staff socials and department gatherings are a regular feature of life at INOVA schools. We believe that fostering outside of school strengthens our community and enhances collaboration.



THE ROLE

We are seeking to appoint a Marketing Campaign Lead who will play a pivotal role in campaign planning, coordination and creative development capability within the Marketing & Communications function.

The role bridges the gap between strategic priorities and delivery activity, ensuring marketing and communications campaigns are structured, creative and outcome-focused. The postholder will lead the planning and coordination of integrated campaigns that support pupil recruitment, staff recruitment, stakeholder engagement and Trust growth.

Working closely with the Marketing & Communications Manager, the Campaign Lead will translate strategic objectives into clear campaign plans, develop compelling messaging and narratives, and coordinate activity across multiple channels to ensure consistent, high-quality and measurable outcomes.

Salary Range	Grade 6 SCP 21 – 26 £33,143 - £37,280
Hours of Work	Full time, 52 weeks per year, 37 hours per week
Responsible To	Marketing and Communications Manager
Key Relationships	Schools, central teams, external partners and agencies
Location	Trust Office, with occasional travel to schools.



RESPONSIBILITIES

Core Accountabilities

The postholder is accountable for:

- Planning and coordinating integrated marketing and communications campaigns.
- Ensuring campaign activity aligns with Trust priorities and objectives.
- Developing consistent messaging, content and creative direction across campaign activity.
- Monitoring campaign performance and supporting continuous improvement.

Strategic Responsibilities

- Support the development and implementation of the Trust's Marketing and Communications Strategy.
- Translate strategic priorities into campaign plans and delivery programmes.
- Develop campaign concepts, messaging and creative approaches aligned to audience needs.
- Identify opportunities to improve campaign effectiveness and stakeholder engagement.

Operational Responsibilities

- Lead campaigns from concept through to delivery and evaluation.
- Produce campaign briefs, timelines and delivery plans.
- Coordinate campaign activity across digital, social media, website, events and print channels.
- Oversee content planning and ensure consistency of messaging and tone.
- Work closely with the Graphic Designer to develop creative assets and campaign materials.
- Support development of websites and digital journeys.
- Introduce structured campaign planning cycles to improve efficiency and reduce reactive workload.
- Produce campaign presentations and materials to support stakeholder engagement.

Performance, Insight and Analytics

- Define and monitor campaign KPIs.
- Track campaign performance across digital platforms and communication channels.
- Provide campaign insights and performance data to the Marketing & Communications Manager.
- Use analytics and evidence to inform continuous improvement.

Governance, Compliance and Assurance

- Ensure campaign activity complies with Trust policies and brand guidelines.
- Maintain consistency of visual identity, tone and messaging.
- Support the delivery of accurate and professional communications.
- Ensure activity complies with relevant legislation and data protection requirements.

Financial and Commercial Responsibilities

- Support effective use of resources and budgets.
- Ensure value for money in campaign activity and external supplier engagement where appropriate.

Leadership, Culture and Capability

- Promote professional standards and collaborative ways of working.
- Support colleagues across schools and central teams in delivering effective campaigns.
- Contribute to continuous improvement and innovation within the Marketing & Communications function.



RESPONSIBILITIES

Stakeholder Management and Professional Standards

- Work collaboratively with schools and central teams to identify campaign opportunities.
- Build effective working relationships with internal and external stakeholders.
- Provide professional advice on campaign planning and delivery.
- Represent the Trust positively and consistently.

Other Clauses:

- This is a Trust-wide role and the postholder will be required to travel regularly between Trust sites and schools within the allocated cluster, and occasionally to other Trust locations as required. The postholder must therefore hold a full, clean UK driving licence, have access to a suitable vehicle for business use, and maintain appropriate business use motor insurance. Mileage and authorised travel expenses will be reimbursed in line with the Trust's Expenses Policy and prevailing mileage rates.
- The duties of this post may vary from time to time according to the needs of the school/Trust and are not exhaustive, the postholder may be required to undertake tasks, roles and responsibilities as may be reasonably assigned to them following consultation with the job holder.
- This job description will be kept under review and may be amended via consultation with the individual, Governing Body and/or Senior Leadership Team as required. Trade union representation will be welcomed in any such discussions.
- The postholder is expected to participate and engage with workplace learning and development opportunities to continually improve their own performance.
- The postholder is expected to engage positively in a coaching culture to support personal development, performance improvement and continuous learning.
- The postholder may deal with sensitive material and should maintain confidentiality in all school related matters as set out in their statement of terms and condition of employment.
- You are expected to take reasonable care of your own health and safety and to be mindful of the safety of others, to cooperate with instructions, to minimise and mitigate potential hazards and risks to others and to appropriately report hazards, illnesses or injuries in accordance with our Health & Safety Policy.

This job description provides a guide to the duties and responsibilities of the post and is not an exhaustive list. The post holder may be asked to undertake any other relevant duties and responsibilities appropriate and commensurate to the post.



THE PERSON

SKILLS AND KNOWLEDGE	• Strong leadership and stakeholder management skills. • Exceptional written communication skills. • Excellent attention to detail and professional judgement. • Strong organisational, coordination and delivery skills. • Ability to manage multiple activities simultaneously.
QUALIFICATIONS AND EXPERIENCE	Essential • Significant senior experience in marketing and communications. • Proven reputation and crisis communications experience. Desirable • Experience within education or public sector organisations.
PERSONAL QUALITIES	• Aspire to reflect the INOVA values and ethos in professional conduct and communication within the Trust. • Have a flexible work approach. • Have the ability to form and maintain appropriate relationships and personal boundaries with children and young people. • Have a commitment to Continuing Professional Development. • Act in accordance with the Trust's Code of Conduct • Forge positive professional relationships.



HOW TO APPLY

Applications for this role must be made via our **Employment Application Form**.

The closing date for applications is **Monday 7 September 2026** at 9.00am, and interviews will be held during September.

As part of the interview process, shortlisted candidates will be asked to present a portfolio demonstrating their previous marketing experience and campaign work.

If you have any queries please contact our Marketing Team via info@inovamat.org.

SAFEGUARDING

INOVA Multi-Academy Trust is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment. We will ensure that all of our recruitment and selection practices reflect this commitment. All candidates will be subject to the following employment checks:

SHORTLISTED CANDIDATES:

- References will be requested before interview
- A Criminal Convictions Disclosure Form will be requested at interview
- Evidence of right to work in the UK will be requested at interview
- Qualification certificates will be requested at interview
- Disclosures concerning child protection investigations, relationships with pupils, employees, governors or trustees, prohibition orders and section 128 directions (where applicable) will be requested at interview
- We may conduct online searches for shortlisted candidates prior to making our final decision. If any information obtained from the online searches raises concerns around someone's suitability for the role, or to working with children, then this may be raised with the candidate at interview and/or we may take advice from the local authority children's service.

SUCCESSFUL CANDIDATES:

- Successful candidates will be required to undertake a DBS Enhanced Disclosure (with barred list) check
- Successful candidates will be required to complete a Childcare Disqualification under the Childcare Act 2006 Declaration (for applicable posts)
- Pre-employment medical screening.



HOW TO APPLY

POLICIES

Our approach to safeguarding and school safeguarding policies can be found on the Trust website: [Safeguarding | INOVA Multi-Academy Trust](#)

EQUALITY AND DIVERSITY

We are committed to providing equality of opportunity for all and ensuring that all stages of recruitment and selection are fair and that applicants are not discriminated against on the grounds of race, nationality, gender religion, age, disability, marital status or sexual orientation.

DATA PROTECTION

As part of the recruitment process, we need to collect your personal data. For more information about what we do with your personal data, please see our Recruitment Privacy Notice on the [policies](#) page of our website.

