



Vacancy Pack

Trust Marketing & Communications Officer



Aletheia

Anglican Academies
Trust



A photograph of two children from behind, looking out over a green lawn towards a large, leafy tree. The child on the left has long brown hair, and the child on the right has blonde hair. A dark teal rectangular box with a white border is overlaid on the bottom half of the image, containing a list of topics in white text.

Our Vision
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Our vision

Aletheia schools welcome those of all faiths and none and are proud of the inclusive nature and diversity of each cohort. Aletheia schools are motivated by Christian values to serve our communities by improving the life chances of local children. Our schools seek to embody the experience of community, where gifts are shared, where the emphasis is on what can be contributed and where each is given according to need. At the heart of the Aletheia vision are the belief in educational excellence and the belief that Aletheia is called to serve pupils, staff, parents and the local community by providing places where children and young people develop and thrive intellectually, socially, culturally and spiritually.

AAAT will deliver its vision by:

- Developing a Trust for all ages /phases of education, with member schools working in partnership and learning from each other.
- Promoting an ethos based on a belief in the value and potential of every student to achieve excellence academically and in their wider studies and become fully the best person they can be.
- Pursuing educational excellence, so that outcomes for all learners are as good as they can be.
- Creating strong leadership at all levels that impacts effectively on academy performance.
- Providing a sustainable model to support a self-improving school system.

Our Schools



Horton Kirby Church of England Primary School

Number of pupils: 264

[Click here for the Horton Kirby school website](#)



Shorne Church of England Primary School

Number of pupils: 210

[Click here for the Shorne school website](#)



Saint George's Church of England School

Number of pupils: 1146

[Click here for the Saint George's school website](#)



Rosherville Church of England Primary School

Number of pupils: 143

[Click here for the Rosherville school website](#)



St Botolph's Church of England School

Number of pupils: 449

[Click here for the St Botolph's school website](#)



Sutton-At-Hone Church of England Primary School

Number of pupils: 409

[Click here for the Sutton-At-Hone school website](#)



Stone St Mary's Church of England Primary School

Number of pupils: 635

[Click here for the Stone St Mary's school website](#)

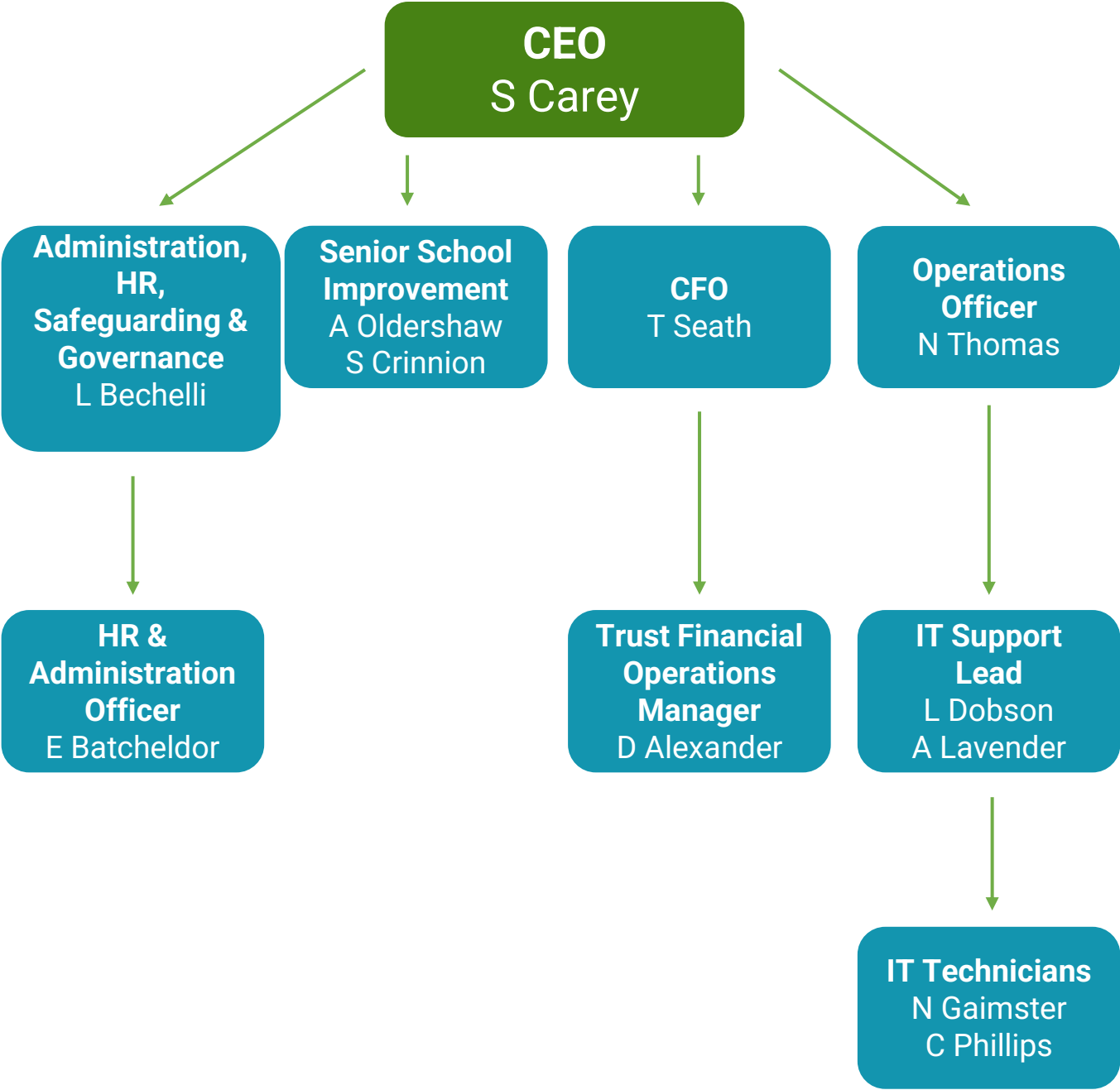


Holy Trinity Church of England Voluntarily Aided Primary School

Number of pupils: 488

[Click here for the Holy Trinity school website](#)

Our Team



Job Description

MARKETING & COMMUNICATIONS OFFICER

Responsible to: Trust Operations Officer

Location: Saint George's CE School (Trust wide)

Role description: To lead on Trust marketing and communication strategy, including branding, compliance, digital communication and coverage of Trust events and projects.

Day to day accountabilities

- Lead on, implement and develop a Trust wide digital marketing and communication strategy.
- Co-ordination of Trust wide multi-channel digital communications, including Trust branding and marketing.
- Attend Trust Executive Team meetings and contribute to Trust strategy, planning and development.
- Lead on the marketing of Trust projects
- Line-manage the Trust Communications Assistant and oversee the day to day running of social media accounts and interaction with social media users, ensuring that there is a sustained engagement with stakeholders via social media channels.
- Ensure Trust wide marketing and communication activities are consistent and accurately reflect the Trust's values, vision and mission.
- Lead on marketing for Trust events and projects, manage media coverage and prepare press-releases and news stories for publication e.g. school results days.
- Support the CEO with the production of Trust newsletters for staff and parents.
- Regularly review and quality assure all Trust and school websites to ensure that they remain compliant with Department for Education's requirements, liaise with schools and follow-up to ensure actions are completed.
- Regularly review and quality assure Trust and school websites to ensure that content is regularly updated, that websites are maintained, and, where necessary, developed.
- Collate information for promotional literature.
- Working with outside professionals where necessary, assume responsibility for the design, branding and production of printed and promotional marketing materials.
- Provide support for events and exhibitions as required.
- Ensure that all marketing and communication activities are aligned with the Trust's values, visions and mission.
- Advise the Chief Executive Officer and Trust Operations Officer of issues as required to help protect and support the reputation of the Trust.

General responsibilities

- Build and maintain good working relationships with all Trust colleagues
- Assist as necessary in other Trust areas at peak times
- Work at all times towards the aims and goals of the Trust and any individual objectives/targets you may have agreed
- Act in accordance with GDPR and Data Protection Policy at all times
- Adhere at all times to Trust policies and procedures
- Take responsibility for own Health and Safety

This role profile is not necessarily comprehensive, and the position holder will be required to carry out such other duties as may be reasonably required within the general scope of the post.

Aletheia Anglican Academies Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and governors to share this commitment. All successful candidates will be subject to an enhanced DBS check along with other relevant employment checks, including overseas criminal background checks where applicable. Our policy statement on the recruitment of ex-offenders can be found on our website. All new employees, volunteers and governors will be required to undertake safeguarding training on induction which will be regularly updated in line with statutory guidance.

Person Specification

	Essential	Desirable	Method
Qualifications		Educated to degree level	Application form Applicants' certificates
Knowledge & Experience	High quality written communication skills, ability to write copy and proofread effectively Good understanding of social media platforms and website content formats Ability to managed social media accounts within a professional setting	Exposure to working on news articles and press releases Evidence of relationship management skills within a professional setting Knowledge and expertise in digital marketing and communications Managing social media advertising accounts Skills in editing a CMS based website Experience of managing staff	Application form
Skills & aptitudes	A professional interest in marketing and communications Strong interpersonal communications Professional attitude to colleagues, students, parents and the working environment Flexible and willing to help with various activities Able to work without close supervision and enjoy working on own initiative Able to work effectively with other colleagues		Interview
Personal attributes	Enthusiastic, adaptable and passionate about learning Attention to detail and strong organisational skills To show an interest in the ethos, mission and values of the Trust and demonstrate this is all work activities		Interview

Application Process

Trust Marketing & Communications Officer

37 hours per week

Term time plus development days plus 10 additional days (total 41 weeks per year)

Kent Range 7 - £23,033 - £26,075 per annum (pro rata £20,827 - £23,578 per annum)

Required to start as soon as possible

An exciting opportunity has arisen for a Marketing and Communications Officer to join the Aletheia Anglican Academies Trust.

This is a great opportunity for a professional with experience in marketing and communications. Reporting to the Trust Operations Officer, you will lead on Trust marketing and communication strategy, including branding, compliance, digital communication and coverage of Trust events and projects. You will manage the Trust Communications Assistant and oversee the management of multi-channel communications across digital, social media and print, finding innovative ways to improve audience engagement and raise the profile of the Trust.

Aletheia Anglican Academies Trust comprises of Saint George's all-through school and seven, soon to become 10, primary schools across North Kent and Medway. Our schools have an existing reputation for high quality education with a relentless focus upon high expectations and aspirations. We are a friendly, dynamic and innovative group of schools and pride ourselves on our commitment to ensuring all children progress through high quality teaching and learning provision for all. The successful applicant will share these values and play an active part in delivering on this commitment.

Please download a vacancy pack and application form below and return your application by e-mail to Elise Batcheldore, HR & Administration Officer at batcheldore@sgsce.co.uk .

Closing date: Monday 8th November 2021 at 12 noon.

Interview date: Thursday 18th November 2021.

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The Trust's Child Protection Policy can be viewed at <https://aat.uk/about/policies/>

The Trust's Policy Statement on the Recruitment of Ex-Offenders can be viewed at <https://aat.uk/recruitment/>