



Lord Grey Academy
Lord Grey Can



MARKETING OFFICER

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“Lord Grey Academy is committed to safeguarding and promoting the welfare of children and young people and requires all staff and volunteers to demonstrate this commitment in every aspect of their work.”



Lord Grey Academy
Lord Grey Can



Advertisement

MARKETING OFFICER

Permanent

**Shared location between Lord Grey Academy and
Stantonbury School (location/days TBC)**

**Hours of Work: 8.30am to 4.30pm (4pm on Fridays)
37 hours per week**

**40 weeks per year - (38 weeks term time, 5 training days and 5 additional days to suit
business need)**

**Tove Learning Trust Band E-G (FTE £23,114 - £26,873)
Actual annual salary range: £20,355 - £21,753 per annum.**

We are searching for an experienced and enthusiastic Marketing Officer working across two Milton Keynes Secondary Schools - Lord Grey Academy and Stantonbury School, who are both part of TOVE Learning Trust.

The role requires the post holder to promote and support the achievements and future plans of both Academies, produce key promotional and reporting materials, promote the profile of the Academies within their communities and beyond. Alongside completing general daily marketing activities and Academy communication across all platforms.

The Academies are open for the post holder being an apprentice, who would be paid on the Government Apprenticeship pay scales and supported to ensure their development and progression throughout the training period. There will be a combination of structured training, hands on learning and mentoring that will be provided to enable this progression.

The post holder will be supported and supervised by the two School Business Managers and the TLT Marketing Team.

A full driving licence and car is essential for site visits.

A vacancy booklet, information for candidates booklet and the application form are all available on the vacancies section of Lord Grey Academy's website: <http://www.lordgrey.org.uk/general-information/vacancies/>

Please note the application form and information for candidates booklet are available on the right hand side of the above link. Details on how to apply for this post are in the How to Apply Section of this booklet.

Completed application form and covering letter should be submitted to Human Resources at Lord Grey Academy or emailed to hr@lordgrey.org.uk by 9am on Tuesday 9th January 2024. Interviews will be held on Wednesday 17th January 2024.

Only successfully short listed candidates will be contacted.





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Join an Academy on a rapid journey of improvement as part of a highly supportive and growing MAT. Lord Grey joined Tove Learning Trust in April 2018 and is situated in Bletchley on the outskirts of the growing city of Milton Keynes. The right candidate will join us on our exciting journey to providing a great education for our amazing students as we prepare them for adult life. There is a great team to work with who are already on the path to making changes that will shape the future of the Academy.

Tove Learning Trust

The trust is committed to ensuring that all students achieve as highly as possible and we work hard to offer stimulating environments that enable every learner to progress and flourish. We have a small central team and a committed Board of Trustees that are focused on delivering outstanding outcomes. We aim to have academies that are excellent communities of learning where students thrive on success. There are seven secondary schools and one primary school in this growing Trust.

The school is committed to safeguarding children. The successful applicant will require an enhanced DBS check.



JOB DESCRIPTION

Title:	Marketing Officer
Reports to:	School Business Manager (each location)
Based:	Shared location between Lord Grey Academy and Stantonbury School (location/days TBC)
Hours:	37 hours per week, 40 weeks per year (38 weeks term time, 5 training days and 5 additional days to suit business need)
Grade:	Grade: E-G

Job Context

The role is to promote and support the achievements and future plans of both Academies. The post holder will be supported and supervised by the School Business Manager and the TLT Marketing Team. The Academies are open to the post holder being an apprentice, who would be paid on the Government Apprenticeship pay scales and supported to ensure their development and progression throughout the training period. The Academies would seek to progress the post holder through their development to a Marketing Officer role within the Academies.

The role requires the post holder to assist in producing key promotional and reporting materials, promoting the profile of the Academies within the community and beyond, alongside completing general daily marketing activities and Academy communication across all platforms.

The role will work across two Milton Keynes Secondary schools - Lord Grey Academy and Stantonbury School, adhering to the TLT and the individual Academies ethos and values. This will also involve networking with the Tove Learning Trust (TLT) marketing team and other marketing staff across the Trust for best practices, ideas and communication.

Key Responsibilities

- Produce and promote quality marketing materials for social media platforms, websites, intranets, prospectuses.
- To monitor the academies' presence on social media platforms. Alert appropriate staff to the content and to remove, flag and report inappropriate or unwanted content.
- Raise the profile of each Academy within their local communities and beyond.
- Drive the focus of communication on all platforms to ensure adherence to the marketing plan and consideration for new developments working on the development of the voice of the academies to match their values.



Events

1. Attend events, shows in the academies; collecting usable marketing materials and data to create articles or media content for publication.
2. Work closely with other colleagues and departments to clearly communicate events for prospective parents/students.
3. Ensure external Academies calendars match the internal calendars and work closely with the PA to the Principal to ensure timely communications.
4. Report on events, shows, fixtures, trips, celebration days, faculty activities, open evenings and GCSE and A-Level Results Days, for creating interesting and informative articles/advertisement for publication through our media outlets and press releases, to maximise publicity.

Social Media

5. Draft and post, upon approval, interesting and rich content, across all platforms.
6. Provide day to day management of the social media platforms.
7. Schedule social media messages and promotions in a timely manner.
8. Monitor and seek responses to customer feedback, comments across the platforms.
9. Monitor social media platforms. Alert appropriate staff to the content and to remove, flag and report inappropriate or unwanted content.
10. In conjunction with your line manager regularly reporting on, analysing and measuring campaign results, highlighting key trends and proactively adapting to this feedback as needed.
11. Accurate and timely promotion of HR recruitment adverts, across all platforms.

Website/Intranet

12. Prepare and publish information, upon approval, that is relevant, compliant and accurate.
13. Maintain the website/Intranet to ensure all links are operational and connect to the correct information.
14. Check that the Academy is maintaining a positive and professional image of the academies.
15. Work with your line manager to establish a review process of the website/Intranet to ensure compliance.

Marketing

16. Draft and publish, upon approval, relevant material to promote events and key dates across all platforms inline with the marketing plan.
17. Keep the presentation interesting, eye-catching and represents the diversities of the academies.
18. Work with your line manager to develop and deliver a successful communications, marketing, PR and advertising plan, within budget.
19. Work with your line manager to develop and deliver the Academies short, medium and long term strategic marketing plans.
20. Liaise with all internal and external stakeholders to plan timely communications and marketing.
21. Liaise with the TLT Marketing team as to the wider marketing plan and timings across the year.
22. Work with your line manager and Associate Principals and staff of each Academy to ensure current and accurate information is published.
23. Draft and publish, upon approval, key Academy communications e.g. articles, newsletters, website, social media platforms, speeches, press releases.
24. Organise updated photos and materials for each of the academies to use.
25. Ensure current information is displayed on the academies screen in reception.
26. Create and edit videos for publication through our media outlets.
27. Liaise with key staff to produce and update professional quality marketing and communication materials, such as booklets, brochures and all other publication materials.



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Brand

28. Act as a brand guardian to the Academies', ensuring that all material produced consistently meets the individual Academy house style.
29. Work with your line manager and the leadership team of each academy to design their brand, promote and evolve the brand for the future.

General

30. Follow statutory guidance on information that is legally required to be published by schools.
31. Follow guidelines on restrictions and permissions for the publication of photographs and data.
32. Liaise with the IT department and suppliers to ensure a seamless communication provision.
33. Liaise with the TLT Marketing team for products, joined up campaigns and future developments.
34. Provide reports and survey results to Leadership teams and Managers.
35. Produce and coordinate Social Media and Marketing projects for the Academies and create key procedural documentation vital for the role.
36. Job profile to be completed within normal working hours, except where agreed for special events or circumstances throughout the year.
37. Ensure all communications, marketing and PR activities comply with Academy policies including for example Safeguarding, Child Protection and GDPR Policies.
38. Carry out any other duties which may reasonably be required by the Principal.

Tove Learning Trust expects its employees to work flexibly within the framework of the job description. This means the post holder may be expected to carry out work that is not specified in the job description but which is within the remit of the role, duties and responsibilities.

Tove Learning Trust is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff & visitors to share this commitment.



PERSON SPECIFICATION

Knowledge	Essential	Desirable	How evidenced
A strong knowledge of digital marketing	✓		A I R
Experience of, and proven positive impact in, a Marketing/PR capacity	✓		A I R
Strong IT skills and a willingness and ability to embrace new technologies and platforms	✓		A I
A good understanding and working knowledge of; for example SEO (Search Engine Optimisation) and Google Analytics		✓	A I
Qualifications	Essential	Desirable	How evidenced
Degree, ideally in Marketing and/or Communications		✓	A
Level 3+ in Social media and Marketing	✓		
GCSE English and Maths at Grade C; 5+ A*-C at GCSE level or equivalent	✓		A I
Skills	Essential	Desirable	How evidenced
Strong organisational, time-management and planning skills	✓		A I
Ability to work in a fast-paced environment where excellence is the norm	✓		A I R
Confident user of IT	✓		I
Excellent communication skills, verbal and written	✓		A I R
An eye for accuracy and detail; a completer-finisher	✓		A I
An ability to enthuse colleagues and students	✓		A I
Able to work calmly and effectively under pressure	✓		A I
Resilient	✓		A I R
Positive and growth mind-set	✓		A I R
A shared approach to problem-solving and achieving goals	✓		A I
Experience	Essential	Desirable	How evidenced
Experience of running impactful digital and other marketing campaigns	✓		A I R
Evidence of good interpersonal relationships with young people and adults	✓		A I R
Experience of website transformation and the use of social media platforms for marketing and communication	✓		A I R

A – Application form I – Interview R – Reference