

CANDIDATE INFORMATION PACK



CITY OF LONDON
ACADEMIES TRUST

Senior Marketing Officer

EMBRACING TRADITION • PURSUING EXCELLENCE • LEADING CHANGE

CITY OF LONDON ACADEMIES TRUST

CEO WELCOME

Dear Applicant,

I am delighted that you have chosen to apply for a post with the City of London Academies Trust.



COLAT is driven by the ambition to deliver exceptional educational outcomes for the young people we serve, combining the heritage and traditions of the City of London Corporation with a creative and effective approach to teaching and learning.

Our expectations are high for both our students and our staff and as such we work to three core values: integrity, professionalism and care. We demonstrate real care by insisting on the highest expectations of behaviour in every phase and setting. Our curriculum is regularly reviewed and updated to ensure that every young person is afforded the knowledge and skills they need to be successful. We promote and support excellent classroom pedagogy as well as ensuring we have common approaches to assessment and intervention. This is how we care for our young people and ensure that they achieve the highest possible outcomes and are able to counter the many aspects of disadvantage they, their families and our wider communities experience.

Our 'Foundations of Excellence', which run through all Trust schools, have been the framework for our sector-leading success so far. These core principles led to the City of London and COLAT previously being recognised as the best performing academy chain for progress and attainment of disadvantaged children ('Chain Effects', The Sutton Trust). This fuels our determination to continue to develop the work we do, while remaining focused on the ambitions for our schools and making a significant difference to children's lives.

In striving for excellence in all aspects of our work, we are acutely aware that this will only be achieved through hard-working and motivated staff. Our care for staff means that we invest in our people, allowing them to grow and achieve their career goals within the Trust or beyond. We are committed to providing first-rate training and development opportunities to all our staff, in addition to excellent career advancement opportunities within our growing Trust.

In the classroom, and around school, we expect the kind of exemplary behaviour that allows our staff to generate exceptional learning outcomes for our children. Being sponsored by the City of London Corporation also means our staff benefit by having access to a huge range of resources, events and exciting learning opportunities that other Trusts are simply not able to offer.

We are always looking for like-minded individuals to join us on our journey. Making the choice to work for COLAT means making the choice to be part of an evolving, ambitious and supportive Trust where you are valued, encouraged and can develop your specific talents, whatever they may be. We look forward to receiving your application.

Yours faithfully,

A blue ink handwritten signature, appearing to read 'M. Emmerson', written in a cursive style.

Mark Emmerson
Chief Executive Officer

WHO WE ARE

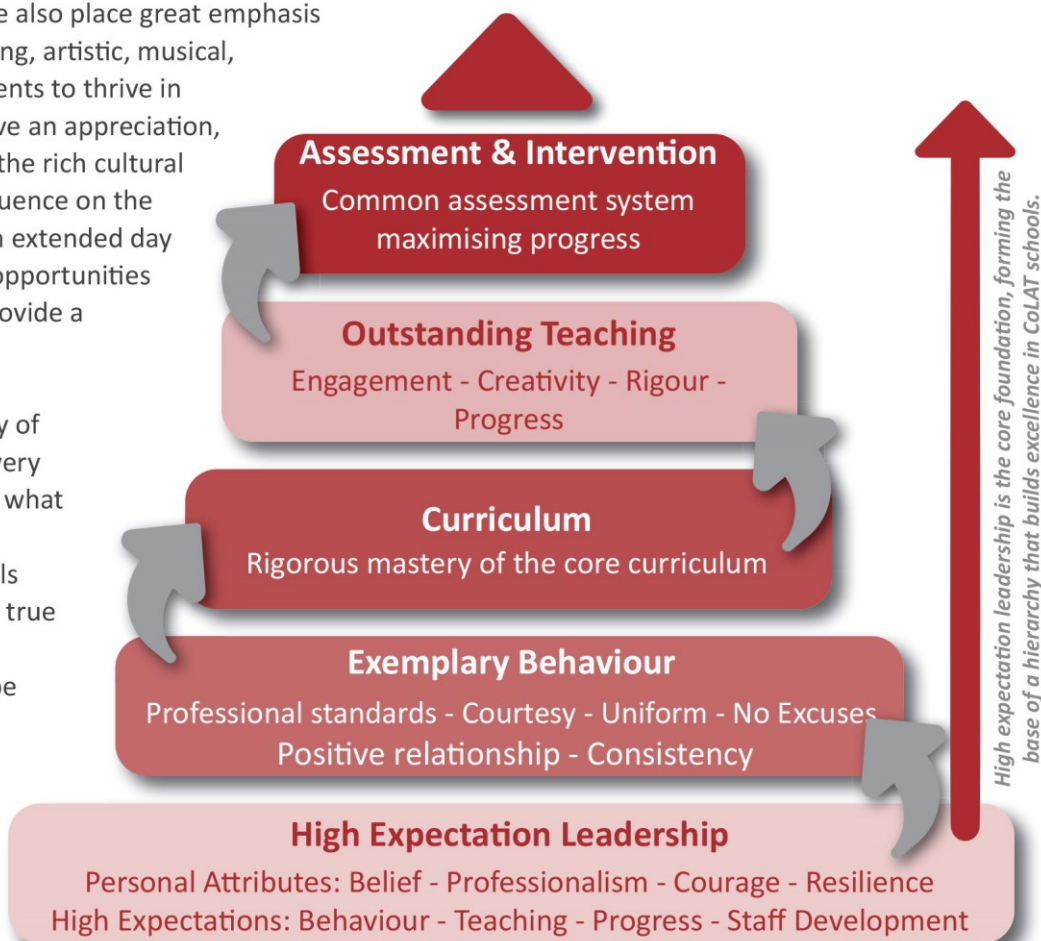
City of London Academies Trust operates schools in areas of significant disadvantage and believes strongly in the transformational nature of education.

We are unashamedly academic and unapologetically results driven because we recognise that strong SATs, GCSE and A level outcomes lead to increased life opportunities for our students. All our schools adopt a warm/strict approach, with every one of our School Leaders adhering to and aligning with our COLAT behaviour systems. Our simple, clear, and consistent routines, rituals and norms embed strong habits delivering exceptional student behaviour. In our schools, our teachers can teach, and students can learn, uninterrupted. We take great pride in curating an exceptionally positive learning environment and we obsessively guard against anything which may compromise our strong ethos and culture.

Our curriculum is knowledge rich. We believe in teaching 'powerful knowledge,' and educating our students on the 'best that's been thought and said' is crucial to giving them the best possible chance of success in life. More broadly, we find opportunities to elevate the curriculum to ensure our most able students can compete with their more privileged peers. Our curriculum is coherently and intelligently sequenced, with our Subject Improvement Leads working closely with Heads of Department to drive gains in learning and develop subject specific pedagogy. We are working on creating a standard curriculum in most of our subjects; this will help reduce teacher workload by taking away the production of high-quality resources and assessments, freeing up our expert teachers to grapple with the delivery of the content and focus on the learning.

Our teaching approach is influenced by the works of educationalists such as Doug Lemov. We are confident we know what works for schools in our specific context, and we have spent a long time codifying our approach, whilst also providing sufficient flexibility for our teachers to add their own unique personality and dynamism to their classrooms. Results are important to us, but we also place great emphasis on developing our students' sporting, artistic, musical, and linguistic talents. For our students to thrive in modern Britain, they must also have an appreciation, understanding and attachment to the rich cultural heritage of our country and its influence on the wider world. All our schools run an extended day to deliver an array of enrichment opportunities and super curricular sessions to provide a truly holistic education.

It is an exciting time to join the City of London Academies Trust, and we very much hope you will be inspired by what you learn about us. We are always excited to meet fellow professionals and there is no better way to get a true sense of a school's culture, values, and ethos than by visiting. We hope you take up this opportunity so you can see what life-changing opportunities our schools provide, and how integral our people are to this mission.



PROFESSIONAL DEVELOPMENT

We are committed to providing **individualised** and **impactful** professional development for every member of our COLAT community, and we offer a menu of talent pathways to support you at every stage in your career.

These pathways are research-based, designed for COLAT schools and delivered by experts from across the Trust. They provide Trust-wide training and networking opportunities to support you to achieve your career goals.


The Talent Pathway menu includes:

- **Aspiring to Middle Leadership: Leading a Department**
- **Aspiring to Middle Leadership: Leading a Year Group**
- **Aspiring to Middle Leadership: Leading a Operational Department**
- **Aspiring to Senior Leadership: Curriculum, Teaching and Learning**
- **Aspiring to Senior Leadership: Personal Development, Welfare and Behaviour**
- **Aspiring to Senior Leadership: Personal Development, Welfare and Management**
- **Aspiring to SEND Leadership**
- **Aspiring to Operational Functions Leadership**

If you are interested in one of our Talent Pathways, please do ask for more details during your school visit or interview.

EMPLOYEE BENEFITS

We invest in and support our staff by keeping their development a priority, and we are proud to have a range of benefits to ensure staff feel valued, including:

- **Teachers' or local government pension scheme with a generous contribution from the Trust**
 - **Occupational maternity and adoption pay following 26 weeks of continuous service**
 - **Generous annual leave entitlement**
 - **Sabbatical leave entitlement for up to one year (unpaid) after five years' continuous service**
 - **Cycle to work scheme**
 - **Corporate gym membership rates**
 - **Travelcard loan scheme**
 - **Annual training and development opportunities in addition to in-house staff development**
 - **Access to City of London housing allocation scheme**
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Senior Marketing Officer - Job Description

Post: Senior Marketing Officer

Reporting to: Brand and Content Lead

Grade/Salary: Grade S01 SCP 21 – 25, £37,998 - £40,344(fte)

Working Pattern: 35 hrs a week, part time and term time only option will be considered

Location: Guildhall London, with the requirement to travel to Trust academies within London

Disclosure level: Enhanced

Responsible for:

The purpose of this new, outward-facing role within the Trust's central team is to build our in-house marketing expertise, increase brand awareness and support our academies recruit students and staff. By joining our central team, you will help our Trust as it grows, positioning City of London Academies as a leading education provider and employer of choice in the capital.

As a relatively new central communications team, this is a great opportunity for a creative individual to bring the experience and expertise needed to help shape what impactful marketing content and campaigns look like.

Strategic priorities:

- Develop and implement evidence-based marketing and recruitment campaigns that align with the Trust's ethos and objectives
- Understand our target audiences and develop an effective online marketing and SEO plan that delivers an increase in visibility, traffic to our websites and engagement that supports an increase in pupil and staff applications
- Establish and maintain a strong, aligned and consistent Trust brand, celebrating the unique selling points of our individual academies

Key accountabilities:

Create compelling content

- Create high-quality, innovative content for various platforms including academy websites, social media, brochures and promotional materials that reflect our core values and unique offer
- Ensure school and Trust websites are aligned with our brand, user friendly, up-to-date, relevant and meet all statutory requirements - seeking always to increase user engagement
- Produce and oversee photography and video content that celebrates the Trust and our academy's unique selling points
- Plan and share compelling stories and case studies that showcase our student achievements, staff expertise and rich educational experiences

Lead impactful campaigns

- Plan and run regular marketing campaigns that builds our brand awareness, attracting students, parents and staff to the Trust and our acadmies
- Collaborate with colleagues and teams across the Trust to evaluate and improve our approach to student and staff recruitment
- Use analytics and evidence to continually improve our marketing practices, regularly reporting and sharing best practice
- Plan, deliver and evaluate stakeholder engagement surveys to ensure the experiences of all audiences (including students, parents and staff) is as good as it can be

Support our academies and staff

- Design and distribute resources and templates, establishing a consistent Trust brand, for academies to use to promote their unique offer
- Work with our academy staff to ensure content and messaging across all their channels is up-to-date, impactful and aligned with the Trust brand
- Advise and train our academy staff on how to make the most of the marketing tools available to them, including their websites and social media, ensuring we do what works, making efficient use of our time and resources
- Support staff in academies with marketing, admissions and communications responsibilities with their planning and delivery of student and staff recruitment campaigns

Safeguarding Children

COLAT is committed to safeguarding and promoting the welfare of children and young people. We expect all staff to share this commitment and to undergo appropriate checks, including enhanced DBS checks.

The above responsibilities are subject to the general duties and responsibilities contained in the Statement of Conditions of Employment. The duties of this post may vary from time to time without changing the general character of the post or level of responsibility entailed.

The person undertaking this role is expected to work within the policies, ethos and aims of the Trust and to carry out such other duties as may reasonably be assigned. The post holder will be expected to have an agreed flexible working pattern to ensure that all relevant functions are fulfilled through direct dialogue with employees, contractors and community members.

English Duty

This role is covered under part 7 of the Immigration Act 2016 and therefore the ability to speak fluent spoken English is an essential requirement for this role.

Senior Marketing Officer - Person Specification

Our Values and Vision

The City of London Academies Trust, sponsored by the City of London Corporation, aims to provide high-quality education for students and pioneer educational innovation. We are driven by the ambition to provide world-class experiences and deliver exceptional educational outcomes for the young people we serve.

All City of London academies draw upon the traditions, institutions, heritage and historical successes of London to furnish each of their diverse communities with life-transforming learning experiences. In doing so, we believe that the young people we serve develop into successful, compassionate young adults, who make a positive contribution to their local, national and global communities.

Our schools are characterised by a common understanding of what makes outstanding schools, based on five key principles which are known as our 'Foundations of Excellence'.

Our Staff

Our staff have high expectations, are consistent and driven to provide the best teaching and opportunities for our students. Teachers work in a well-disciplined environment where they are able to teach creative and engaging lessons, and all staff are given exciting opportunities to develop and learn from exceptional practitioners.

Equal Opportunities

The postholder will be expected to carry out all duties in the context of and in compliance with the COLAT Equalities policies

	Essential	Desirable
Qualifications		
Educated to degree level or equivalent		✓
Background, training or qualification in a relevant field e.g. design/marketing/communications	✓	
Experience, skills and knowledge		
Experience in a marketing or communications role	✓	
Proven track record of having run successful marketing campaigns	✓	
Strong understanding of the education sector, working with young people		✓
Ability to provide training, advise and support to colleagues across the Trust to implement impactful marketing plans	✓	
Ability to oversee and create high-quality, engaging content across various platforms and formats, including websites, social media and promotional materials	✓	
Strong knowledge of SEO tools and strategies to increase visibility, traffic and engagement	✓	
Excellent written and verbal communication skills	✓	
The ability to engage with a range of stakeholders, including senior leaders	✓	

Personal qualities		
A creative and innovative approach to developing marketing strategies and solutions	✓	
A proactive and self-motivated individual who takes the initiative and drives projects to completion	✓	
A genuine passion for education and a commitment to the mission and values of City of London Academies	✓	
Other		
Commitment to safeguarding and promoting the welfare of children and young people	✓	
Willingness to undergo appropriate checks, including enhanced DBS Checks	✓	
Motivation to work with children and young people	✓	
Ability to form and maintain appropriate relationships and personal boundaries with children and young people	✓	
An understanding of, and commitment to, Equal Opportunities, and the ability to apply this to strategic work and day-to-day situations	✓	

HOW TO COMPLETE THE APPLICATION

Vacancy Title: Senior Marketing Officer

Vacancy Description: 35 hrs a week, or Part/Term time only options available

Vacancy Location: Guildhall, with the requirement to travel to Trust academies

Vacancy Closing Date: 9:00am, Monday 10 March 2025

Submission: Applications are to be submitted through the TES portal

It is essential that a fully completed application form is submitted. City of London Academies Trust cannot accept CVs alone. It is recommended that you retain a copy of your application form, so you can refer to it if you are invited for interview.

The main sections of the application form ask for various information relating to your work, educational and personal history. This information allows your application to be fully assessed against the criteria/competencies required for the job. When completing the application, you should provide your entire work history, including a description of any gaps in employment. In addition, outline your skills, qualifications and any notable awards. These can be selective, and you only need to provide those you consider relevant to the job you are applying for.

Your letter of application/supporting statements is the most significant element of the application form. Using no more than 1,000 words please provide an accompanying letter explaining why you are applying for this post and how your experience, skills, training and personal qualities match the requirements of the role as set out in the job description and person specification.

As part of your letter of application/supporting statement we are interested in knowing your impact so please provide relevant evidence. For instance, if you are seeking a pastoral role provide relevant data on the reduction of exclusions. If seeking a teacher role provide progress and attainment data of classes taught. If you do not meet all the essential criteria, it is unlikely that you will be shortlisted.

City of London Academies Trust asks that all potential employees highlight any relationships to school governors or employees to ensure all applicants are treated fairly.

For example, it may be inappropriate to offer someone a position within an organisation where they work for a family member or asking someone to take a position where they manage grants for voluntary services when their family works for a relevant voluntary organisation.

City of London Academies Trust is committed to safeguarding and promoting the welfare of children and young people. We expect all staff to share this commitment and to undergo appropriate checks in line with Keeping Children Safe in Education, including enhanced DBS checks and a willingness to demonstrate commitment to the standards which flows from City of London Academies Trust vision and values.

Please provide details of two referees, one of whom should be your present/most recent employer. References will not be accepted from relatives or friends. References are requested for all shortlisted candidates unless you specifically request us not to do so. Open references will not be accepted.

This post is exempt from the Rehabilitation of Offenders Act 1974. If you are appointed, you will be required to complete a DBS check. Any information received from the DBS will be treated in the strictest confidence. Having a criminal record will not exclude you from appointment, unless it is considered that the conviction renders you unsuitable to work with children.

Under the Criminal Justice and Court Services Act 2000, it is a criminal offence if an individual who is disqualified from working with children knowingly applies for, offers to do, accepts or does any work with children.

The role is covered by part 7 of the Immigration Act 2016 and therefore the ability to speak fluent spoken English is an essential requirement for this role.



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