

Trust Communications & Marketing Manager

Reporting to:	Chief Executive Officer
Liaising with:	Executive Team, Headteachers, colleagues, external suppliers, members of the local community, media organisations
Grade/Salary:	STA Band S2 (NJC 35-39) £38,890 - £42,821 FTE
Hours of work:	To be agreed with the successful applicant

JOB DESCRIPTION

Core Purpose

- To lead an engaging and inspiring marketing and communications programme for the Trust and our Academies
- To play an active part in the strategic planning process of the Trust by the provision of regular and detailed market analysis and data
- To lead on all media and public relations activities throughout the Trust, delivering and refining messaging around the vision and ethos of the Trust and our Academies

Specific areas of responsibility and key tasks:

Communications/Public Relations

- Devise and implement the communication and public relations strategy to raise awareness and enhance the Trust's brand and role in education among key stakeholder groups, and ensure it is in line with our ethos and brand
- Advise, plan and support the Trust and our Academies on crisis communications with key stakeholders, including parents, community, press and staff, including acting as Trust spokesperson, if and when necessary
- Develop relationships with editors and other key media personnel in relevant local regional and national publications, showcasing the Trust's influential role in Education, identifying relevant editorial pieces for the CEO and other senior staff
- Develop the Trust website with ultimate responsibility for its continual evolution, update and ongoing accuracy, ensuring the latest news section showcases the Trust and our academies
- Monitor and manage the use and development of digital communication tools used by the Trust and our academies, including all Trust social media platforms and online videos
- Manage and design the Trust (and Academy, where appropriate) newsletters to positively support our Trust and academies' activities amongst stakeholders

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Company No. 08090890

VAT no. 367023112

- Network and build relationships with all key stakeholders: relevant sector influencers, Trust staff
- Support our internal communications with staff members to increase employee engagement levels, including staff surveys and feedback

Marketing

- To undertake and provide regular and detailed market analysis and evaluation to inform the development of the Trusts strategic plan
- Develop the Trust Strategic Marketing Plan in conjunction with the CEO and wider exec team and in line with the Trust strategic objectives
- Be responsible for managing the Trust marketing budget
- Enhance and manage the Trust brand to ensure that it reflects the values, ethos and objectives of the Trust and is consistently implemented across all of our academies and on all media channels
- Implement targeted marketing campaigns for our Academies to attract new students to the Trust in main years of entry and existing year groups across all media channels
- Develop strategies to support pupil recruitment in our Trust academies, reaching and engaging the communities they serve, including advising and supporting on targeted advertising campaigns across all media channels
- Design and produce promotional material for the Trust and our academies, both print and digital, locally and regionally, including undertaking/coordinating film and photography as and when required
- Support the Trust's aspiration to be a regional employer of choice through promotion of the Trust brand in recruitment campaigns, and effective management of communications to potential members of staff / applicants
- Coordinate an annual calendar of promotion activities to enhance the branding of the Trust and engagement of staff as an employee of choice.

Commercial

- To develop and deliver a commercial marketing offer to other Trusts and partners which would generate income for the Trust

The St Thomas Aquinas Catholic 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. This post is subject to satisfactory references, which will be requested, prior to interview, an enhanced Disclosure and Barring Service (DBS) check, medical check, evidence of qualifications plus verification of the right to work in the UK.

The Trust will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

Whilst every effort has been made to outline the key duties and responsibilities of the role, it is not an exhaustive list. The duties and responsibilities of the role may vary from time to time, commensurate with and without changing the general character of the duties or the level of responsibility entailed, and would not in itself justify a reconsideration of the grading of the post.

PERSON SPECIFICATION

A Training and Qualifications	Essential	Desirable
Educated to A Level or above, including a minimum of GCSE (or equivalent) grade C in maths and English	Y	
Educated to degree level in a relevant subject or equivalent professional qualification	Y	
Member of the CIM, or willingness to work towards		Y
Evidence of commitment to continuing professional and personal development of self	Y	

B Knowledge and Skills	Essential	Desirable
A proven track record of PR/Communications and Marketing practice	Y	
Excellent copy writing skills	Y	
Excellent interpersonal skills, both written and oral	Y	
Have an understanding of academies and MATs	Y	
Ability to work to tight deadlines	Y	
A high level of competence using ICT platforms such as MS Office packages and social media platforms (existing and emerging)	Y	
The ability to optimise website and social media content for search engines	Y	
Ability to analyse feedback/data to measure success of marketing campaigns	Y	

C Experience		
Experience of working in/providing PR/Comms/Marketing support in an education setting		Y
Significant experience in a marketing/public relations role	Y	
Experience of managing a budget		Y
Proven experience of managing a social media presence in line with overall brand and ethos	Y	
Experience of producing internal and external communications/marketing on a variety of platforms, both print and social media	Y	
Proven experience of crisis communications		Y

D Personal Qualities		
Willingness to support Catholic life in schools	Y	
Ability to work well under pressure and managing competing priorities	Y	
Flexible interpersonal skills with an ability to communicate with diverse groups and individuals	Y	
Ability to self-evaluate and reflect	Y	
Able to adapt to changing circumstances and new ideas	Y	
Attention to detail	Y	
Ability to be respectful and promote equality of opportunity and diversity	Y	
Understanding of responsibilities of the Trust and schools in ensuring compliance with relevant safeguarding and data protection legislation	Y	

