

Job Description

Post Title:	Trust Marketing and Events Manager
Post Grading:	Grade 6 pt 15 to pt 18 (£31,067 to £33,366)
Working Hours:	37 hours a week, Monday to Friday, 52 weeks a year
Location:	Central - LwLAT and LwLAT partnership schools
Responsible to:	Chief Operating Officer (COO)

Overall Purpose of this Post: To work closely with the Chief Operating Officer, the Executive Team and key Academy based staff in both the development and operational delivery of the Trust marketing strategy which underpins the Trust-wide admissions strategy.

Major Objectives: These will include, as appropriate, those that reflect the Trust's key value: "Winning Hearts, Inspiring Minds" through Collaboration, Inspiration, Diversity and Community.

1. To develop the Trust marketing strategy incorporating the planning, organisation, delivery and communication of all Trust led marketing activities, underpinning the Trust admissions strategy.
2. To develop and uphold the Trust's branding so that the vision, image, reputation, marketing and communications are consistent across the Trust and its Academies.
3. To promote the Trust and raise its profile within our local communities and the wider educational landscape.
4. To support the Trust and its Academies to plan, organise, communicate and deliver marketing activities and events, as required.
5. To apply the principles of effective marketing in order to attract, retain and support students, staff and wider stakeholders from our diverse communities.
6. Through a range of appropriate and varied media, communicate with a wide variety of stakeholders in the support of good relations within our communities.
7. To support the Trust in achieving positive and effective lines of communication with all stakeholders and external agencies, establishing strong networks through collaboration.
8. To ensure all marketing activities promote the academic, spiritual, moral & social development of our students and staff, within the aims & ethos of the Trust.

Summary of job tasks:

1. Production, development and implementation of the Trust marketing strategy, in conjunction with the COO.
2. In line with the marketing strategy, plan, manage and deliver high quality events to engage prospective stakeholders.
3. Provide coverage of events by capturing high quality media such as photos and videos across all academies whilst adhering to policy.
4. Creating written and visual content and maintaining the Trust website to ensure it is clear, engaging, compliant and the content is fully accessible.
5. Be an active presence representing the Trust at events as required. Creating, collating and editing creative, high quality, well-written and effective material for a variety of media such as academy signage, websites, social media, newsletters, press articles and promotional literature.
6. Promoting and increasing the social media presence of the Academies and the Trust with a flow of positive and targeted content.
7. Quality assuring consistently high standards of marketing, branding and communications across all channels.
8. Working with each Academy to ensure their website is clear, engaging, compliant and the content is fully accessible.
9. Supporting Academies in their recruitment and retention of students, as required.
10. Ensuring successful staff recruitment through innovative and engaging advertising and communications.
11. Supporting the Trust in staff retention through the engagement, implementation and promotion of rewards packages and well-being initiatives.
12. Promoting Trust operational activities and services, such as IT and Catering.
13. Overseeing the production of both printed and digital publications, such as Academy admissions booklets.
14. Maximising return on investment for all marketing activities and promotions.
15. Working flexibly during busy periods.
16. Undertaking any other duties, commensurate with the level of the post, as may be required from time to time.

Name of Employee: _____

Signed by Employee: _____

Date: _____

Name of Line Manager: _____

Signed by Line Manager: _____

Date: _____

Person Specification – Trust Marketing and Communications Manager

Ref	Criteria	E/D	App	Ref	Int
1. Qualifications and Training					
1a	A level of numeracy and literacy sufficient to carry out the duties of the post (min Grade C/Level 5 GCSE Maths & English).	E	✓		
1b	Higher Education Qualification (Degree or equivalent) or relevant professional experience.	E	✓		
1c	Business or Marketing Degree or relevant professional qualifications.	D	✓		
2. Professional Experience and Knowledge					
2a	Experience of multi-tasking in a complex and demanding environment.	E	✓		✓
2b	Able to generate high quality and relevant content for websites and other channels of communication.	E	✓		✓
2c	Competent in creating, editing and working with visual content including photography, videography and audio files.	E	✓		✓
2d	Experience of using a range of social media platforms in a professional/business context.	E	✓		✓
2e	Confident and highly competent in using computer software within the creative workplace, i.e., Microsoft Office, Adobe Suite and website content management systems.	E	✓		✓
2f	Secure in developing effective working relationships with people from a variety of backgrounds - verbally, via electronic communications and in face-to-face situations.	E	✓	✓	✓
2g	High level of oral and literacy skills, able to write formal communications.	E	✓	✓	✓
2h	Design and creative skills.	E	✓		✓
2i	Event planning experience.	D	✓		✓
2j	Data analysis to inform strategic decision making.	D	✓		✓
3. Equal Opportunity					
3a	Must be able to recognise discrimination in its many forms and willing to put the Trust's Equality Policies into practice.	E	✓		✓
4. Other Skills					
4a	Able to manage own time and prioritise workload to meet and manage competing deadlines.	E	✓	✓	✓
4b	Able to work effectively as part of a team.	E	✓	✓	✓
4c	Able to work accurately, with meticulous attention to detail.	E	✓	✓	✓

4d	Able to maintain positive relationships with suppliers, external agencies and stakeholders, in line with the responsibilities of the role.	E	✓	✓	✓
5. Personal Qualities					
5a	Maintain a positive approach to work.	E	✓		✓
5b	Self-motivated and able to use initiative.	E	✓		✓
5c	Able to work to unexpected, changing and urgent demands.	E	✓		✓
5d	Calm, approachable and focussed under pressure.	E	✓		✓
5e	Deal sensitively with people and be solution focussed.	E	✓		✓
5f	Be flexible and resilient in order to meet deadlines.	E	✓		✓
5g	Work with integrity, discretion and confidentially.	E	✓	✓	✓
5h	Reliable and punctual.	E	✓	✓	✓
5i	Willingness to undertake training and a commitment to professional development.	E	✓	✓	✓
6. Other Considerations					
6a	Willing & able to work out of normal hours, e.g. for Academy events, etc.	E	✓		✓
6b	Due to requirement to travel between all Academies within the Trust throughout the day – you must have a clean UK driving licence and access to a vehicle (with business insurance).	E	✓		✓
6c	Willing & able to travel locally to other schools / colleges / academies and occasionally to other local or national venues as appropriate.	E	✓		✓
6d	Willing & able to take annual leave during school holiday periods.	E	✓		✓

E – Essential, **D** – Desirable **App** – Application Form, **Ref** - Reference, **Int** - Interview