

# Trust Marketing and Communications Lead Officer

## Job Description

<b>Grade/Pay Range:</b>	SO1 Pt 23-25
<b>Hours/Weeks:</b>	36 hours per week x 48 weeks per year
<b>Responsible to:</b>	Chief Executive Officer
<b>Responsible for:</b>	None
<b>Key Contacts:</b>	Internal – Staff/Pupils External Stakeholders - Parents/Trustees /Community

### PURPOSE OF THE JOB

- Marketing schools in the Trust to raise a positive profile within the community and to increase pupil numbers
- To work collaboratively, strategically and creatively to develop and deliver communications to internal and external audiences including parents, prospective pupils, staff, alumni, donors, potential employees, external partnerships and the wider community

### Main Responsibilities

#### Marketing Strategy and Planning

- Produce, develop and deliver the annual marketing strategy for the Trust and associate budget in conjunction with the Chief Executive Officer (CEO) and Business and Finance Director (BFD)
- Submit an annual spending plan for approval by the CEO and BFD, and to manage the budget in line with the Trust financial regulations
- Write clear and detailed project briefs for the production of marketing materials
- Ensure that marketing materials for recruitment promote diversity and actively promote a positive student and staff experience.

#### Market Research

- Undertake/commission market and competitor research and analysis
- Become an expert on our target market including demographics, lifestyle, geography and attitudes
- Working with the CEO and Admissions team to analyse and evaluate key admissions data

- Use the above data sets to inform the work of the schools and to facilitate effective marketing activities
- Keep abreast of matters relating to education in general and in the public and independent sector

### **Admissions**

- Develop effective cross-departmental working with the Admissions team to communications and admissions objectives
- Attend the admissions meetings on invitation to build knowledge of the admissions process
- Feedback information gained from market research and website analytics to the CEO and admissions team
- Work with the Admissions team to ensure that they are enacting the schools (and Trust) communications objectives and are “on brand” and “on message” in all of their work
- Plan the advertising strategy for Open Days to ensure the widest possible coverage, working to budget
- Lead on the writing and production of all Admissions-related marketing materials and collateral, both print and digital.
- Plan the “customer journey” for prospective parents, consider all the touchpoints, and everything we send out to prospective parents and design it as “a package” which is refined and developed to maximize the consistency of brand and experience.
- Plan and lead a marketing campaign to specifically target bursary applications
- Represent the schools at educational exhibitions and other recruitment events as agreed with the CEO
- Prepare PowerPoint presentations for senior staff to use at recruitment events and conferences

### **Advertising**

- Provide input into the design of new marketing campaigns, using knowledge gained from market research
- Work with the Graphic Designer to request the preparation of artwork or photography, writing a clear and detailed project brief for her/him to follow.
- Plan, deliver and evaluate our advertising and other promotional strategies in the press, magazines and relevant directories
- Plan the Trust’s tactical advertising and advertorials and produce feature advertorial articles about the schools. Negotiate with providers to ensure that we get value for money.
- Develop clear triggers on the Trust website to track the effectiveness of our advertising campaigns
- Identify new trends in digital marketing, evaluate new technologies and ensure that Schools within the Trust are at the forefront of industry developments, particularly developments in mobile marketing

## **Website and Social Media**

- Lead and develop the schools and Trust websites ensuring a clear brief and brand message
- Ensure that information on the website is clear, consistent, up to date and accurate
- Manage the schools and Trust social presence
- Ensure that relevant policies are up to date and reflect the schools and Trust working practices
- Manage the Trust “Twitter Feed” and lead on marketing the work of staff and students, improving morale and celebrating the work of the Trust both internally and externally

## **Events PR**

- Work with colleagues across the schools who organise key events to ensure that Schools within the Trust delivers effective, professionally coordinated, high profile events e.g. prize giving, open evenings, concerts etc.
- Oversee the marketing input at all key school events, ensuring that opportunities are created to effectively communicate the school’s messages
- Maximise opportunities to get across messages when we have direct contact with staff, students and parents
- Ensure that all events are “on brand” and that marketing materials are available and in use
- Act as an ambassador at key public events and activities to promote the schools
- Support senior staff to become more effective and impactful spokespeople at school events.
- Promote good practice across the whole School in all aspects of PR, supporting and encouraging colleagues.

## **Press**

- Lead on media liaison and press relations in conjunction with the CEO
- Build positive relationships with key stakeholders
- Press office handling – act as first port of call for all media enquiries. Organise photo calls, working with the School Designers
- Proactively identify media opportunities to support and promote the work of Schools within the Trust.
- Develop and maintain a distribution list, ensuring local and sometimes national media are updated.
- Be responsible for the writing and editing of press releases and feature articles, attracting media interest in Schools and Trust initiatives/events
- Prepare ‘Results Day’ and ‘Open Day’ press plans to secure maximum coverage

## **Media monitoring**

- Monitor daily educational news for coverage and issues of interest to the schools

- Develop approaches to ensure that schools within the Trust reacts effectively to emerging news and key external developments, involving other stakeholders as appropriate.
- Spot story opportunities – proactive and reactive - and work to insert schools and the Trust’s messages and impact into the news
- Analyse press coverage of the schools and maintain a digital archive of press cuttings

#### **Crisis Communications**

- Advise on PR strategy in times of crisis and reputational risk management, working with the CEO and Trust appointed public relations agency where appropriate.
- If necessary, prepare statements, Q&As and briefings for the CEO
- Support the CEO with issues which might result in adverse media coverage to minimise their impact.

#### **Leader’s Voice**

- Work closely with our CEO to develop their ‘voice’ and ensure that the work of all parties are in alignment.
- Oversee and manage senior staff blogs and tweet about education to demonstrate their knowledge and expertise.
- Advise the CEO on themes for their popular CEO’s Blog and support where necessary.
- Organise media training for relevant senior team members

#### **Publications and Competition Entries**

- Manage the entry of schools’ information into all external directories e.g. Good Schools Guide, including planning and organising journalist visits
- Pro-actively look for opportunities to enter staff and students into national and international competitions and awards.
- Work with senior colleagues to collect evidence and write competition entries, spending appropriate time and attention on these to maximise the opportunity for successful outcomes.
- Take advantage of PR opportunities which develop from success in awards or competitions.

#### **General**

- To support the work of the Trust and constituent schools
- To support teaching and non-teaching staff in their roles as marketers of the schools and Trust
- Uphold and enforce school and Trust rules and work in co-operation with colleagues to promote the high standards of behaviour and concern for others
- Perform duties in a professional manner and with integrity at all times within the role of the job
- Develop and maintain excellent working relationships with all stakeholders

- Understand and maintain confidentiality in all areas of the job and at all times
- Undertake any other reasonable duties (including main school administration) as may be required from time to time that are within the level of the post on the direction of the CEO
- Adhere and comply with all school and Trust policies
- Responsible for own training and development needs and participate in training opportunities in line with the needs of the school
- Participate in the annual performance appraisal process in line with School's Performance Appraisal policy.

### **SAFEGUARDING**

To identify, minimise and always try to prevent interpersonal abuse or violence. All staff must accept their role in safeguarding pupils and vulnerable people and must report actual or potential abuse or violence to the Safeguarding Lead, in the case of pupils, or to the Leadership Group line manager of their work area or the Trust Human Resources Manager, in the case of staff. An appropriate investigation according to the school policy framework will then be undertaken.

Be aware of and update colleagues, as appropriate to comply with current legislation and policies affecting practice, e.g. Children's Act, National Service Frameworks, Child Protection Procedures, Health and Safety and Data Protection.