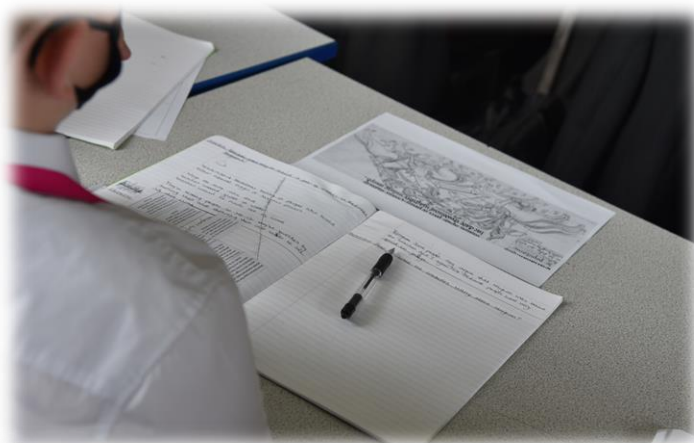


Forward Thinking, Cohesive, Proud

Candidate brief for the position of **Marketing and Communications Lead Officer**

Start date: ASAP
Tenure: Permanent
Grade/Salary: Senior Officer Grade (SO1 pt 23-25) - £28,157-£29,051 actual salary
Hours: 36 hours per week 48 weeks per year



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Chief Executive Officer/Executive Principal
Jane Benton MA Med
Chingford Academies Trust
Nevin Drive
Chingford
London E4 7LT

Tel: 020 8529 1853
Fax: 020 8506 3875

Dear Applicant

Thank you for expressing an interest in the post of Marketing and Communications Lead Officer at Chingford Academies Trust. We hope the information in the pack will give you a good flavour of our schools as well as the application procedures and that, having read the pack, you will decide to apply.

Chingford Foundation School (CFS) and South Chingford Foundation School (SCFS) have 120 years of combined history and experience in delivering a positive, aspirational environment for our students to flourish. Whilst we have continued to adapt to the changing world around us with the creation of our Multi Academy Trust, our commitment to helping students of all abilities and backgrounds achieve their dreams has only strengthened. We are incredibly proud of our staff and students and passionate about driving improving standards across the Trust, aspiring to offer a world class education and professional development model for all.

When completing the application form, please follow the instructions contained in this pack and demonstrate clearly how you meet the person specification and job description.

We very much look forward to receiving your application.

Yours sincerely



Jane Benton
Chief Executive Officer

Chingford Academies Trust is a charitable company limited by guarantee registered in England and Wales
with registration number 08179498
Registered Office: Chingford Foundation School, 31 Nevin Drive, Chingford, London, United Kingdom, E4 7LT

An Introduction to the Chingford Academies Trust

A warm welcome to the Chingford Academies Trust, where we provide students with an excellent secondary education. The two secondary schools challenge and extend students of all abilities and backgrounds and prepare them to contribute positively to the communities in which they live.

Our commitment to quality, achievement and the 'comprehensive ethos' makes our schools the natural first choice of students, parents and staff in the local area who are keen to contribute to the successful development of tomorrow's young citizens.

We are proud of recent developments to provide educational spaces for our expanding roll that create a sense of wonder and awe at Chingford. These have included the Clive Moore Sports Hall, our Arts Centre, state of the art Library facilities, additional classrooms and external recreation areas. We are further developing our site with an extension to our Science facility which will be ready in September 2020.

At South Chingford Foundation School, we offer a smaller learning environment 'where everybody will know the student's name' and the support will be individualised to inspire students to make excellent progress. There is a thriving extra-curricular programme including and externally funded Saturday School which is well attended.

Our strengths, including what Ofsted say about our schools:

The Schools serve a diverse community and are inclusive in their approach.

Pupils say that they are encouraged to respect others and treat everyone equally.

Behaviour in lessons is calm and purposeful. It contributes to an atmosphere where pupils are able to engage in their learning.

Pupils are proud of their school. They behave well around the School and in lessons. They are cheerful, polite, helpful and very supportive of each other.

Many pupils choose to stay on in the Sixth Form. A student explained "We stayed because our Sixth Form has a good reputation."

Parents, carers and staff are overwhelmingly positive about the Schools' work.

Positive relationships between teachers and pupils underpin engaging and effective learning.

Trust Marketing and Communications Lead Officer

Job Description

Grade/Pay Range:	SO1 Pt 23-25
Hours/Weeks:	36 hours per week x 48 weeks per year
Responsible to:	Chief Executive Officer
Responsible for:	None
Key Contacts:	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.

CHINGFORD ACADEMIES TRUST
PERSON SPECIFICATION

Marketing and Communications Lead Officer

Criteria	Essential (E)	Desirable (D)	Assessed by		
			A/F	I/T	R
Training and Qualifications					
Degree or equivalent	√		√		
CIM or IDM qualification or equivalent		√	√		
Experience					
Experience in a marketing role and some evidence of professional development within marketing	√		√	√	√
Experience of using Microsoft Office, word processing, spread sheet and presentation packages	√		√	√	√
Skills and Knowledge					
Excellent organisational and project management skills		√	√		
Excellent communication skills, including high standards of written communication, grammar and spelling	√		√	√	
Information management skills including a high level of accuracy and attention to detail	√		√	√	√
Excellent organisational and administrative skills	√		√	√	
Ability to take instructions and carry out set duties	√		√	√	
The capacity to work in an orderly and logical way, prioritising and co-ordinating	√		√	√	
Attributes					
Commercial/business awareness Be flexible and open to change	√		√	√	

<p>Enjoy working in a fast-paced intellectual and stimulating environment</p> <p>Communication Ability to express your views clearly and concisely both verbally and in writing Good influencing skills Maintain a professional attitude at all times</p>	√		√	√	
<p>Customer Focus Be committed to high quality Always think about how to improve the customer experience Respond to problems and complaints immediately Be able to maintain confidentiality at all times</p> <p>Teamwork A good team player who has the ability to get on with tasks and achieve results Think about the needs of others as much as your own and be helpful and support of others and their work Volunteer to help even on work outside of your role</p>	√		√	√	
<p>Initiative Ability to take responsibility for tasks, prioritising and scheduling own work to ensure deadlines are met; prioritising work as new projects come on stream Have self-confidence and deal with setbacks effectively Enjoy taking responsibility Enhance and develop skill and knowledge through own professional development Act as a role model for others</p>	√		√	√	
Planning and Organising	√		√	√	

Work in an organised way and plan how deadlines will be met Always deliver on schedule and to a high standard					
Achievement/Results Orientation Be committed to success Focus on getting the job done Committed to the ethos and aims of the Trust Charter	√		√	√	

This post is exempt from section 4(2) of the Rehabilitation of Offenders Act, 1974, as the duties give you access to persons who are under the age of 18.

'The amendments to the Exceptions Order 1975 (2013) provide that certain spent convictions and cautions are 'protected' and are not subject to disclosure to employers, and cannot be taken into account. Guidance and criteria on the filtering of these cautions and convictions can be found at the Disclosure and Barring Service website.'

"The Trust as an employer is committed to safeguarding and promoting the welfare of children and young people as its number one priority. This commitment to robust Recruitment, Selection and Induction procedures extends to organisations and services linked to the school on its behalf". (Ref: Safeguarding Children and Safer Recruitment in Education 2007).

*A - Application Form

I/T – Interview/Test

R - Reference

The Trust will endeavour to make any necessary reasonable adjustment 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.

You can find out more information by taking a look at our websites:

www.chingfordfoundation.org and www.southchingfordfoundation.org.uk

To arrange a visit to the Trust schools please contact HR on 020 8529 1853 extn: 226 or email

hr@chingfordacademiestrust.org.uk

Closing date: Monday 11th October at 9am

Interview date: TBC

Please return your completed application to jobs@chingfordfs.org.uk

The Trust is committed to safeguarding children and successful candidates will undergo an enhanced DBS check.



How to Apply

- i. Read carefully all the information about this post.
- ii. Complete the application form as fully as possible. If there is insufficient room on any section of the form, please provide additional information on a separate sheet. Please note that your application form will be photocopied for the Selection/Interview Panel, therefore clarity is essential. It is important that all gaps in your career history and employment are fully explained on your application form.
- iii. Send your completed application form by email (if downloaded) to:
jobs@chingfordfs.org.uk or post to:

Human Resources
Chingford Academies Trust
31 Nevin Drive
Chingford
London
E4 7LT

Your application must be received by Monday 11th October 2021 at 9am

Recruitment Process

Suitable applications will be shortlisted for interview as quickly as possible.

If you are successful, you will receive either a phone call and/or email inviting you to attend for interview. Please ensure that you give us a daytime telephone number and/or an email address that you regularly access so that we can contact you to make the necessary arrangements if you are shortlisted.

If you require any assistance in attending for interview, please let us know the nature of that assistance in good time so that we may make appropriate arrangements.

Pre-employment Checks

Chingford Academies Trust is committed to safeguarding and promoting the welfare of children and young people, and an appointment will be subject to satisfactory enhanced disclosure from the Disclosure and Barring Service. Please note that an enhanced check will reveal all criminal convictions on record, including those that might be considered “spent”.

The successful applicant will also be required to:

- Provide details of two referees who know you in a professional capacity (if working at a school, one of which must be your current Chief Executive Officer/Headteacher). It is our usual policy to take up references before interviews wherever possible. An offer of employment is conditional on any reference provided being deemed satisfactory.
- Provide proof of all relevant qualifications.
- Provide proof of eligibility to work in the UK.
- Complete a Medical Declaration in order to ensure fitness to work.

Policy on Equal Opportunities

The Trust is an Equal Opportunities employer and appointments are based on the applicant’s ability to meet the requirements of the position.

Our Trust is committed, through daily practice, to our belief that our job is to create an environment in which strong relationships pervade; staff and students are committed to building, repairing and reflecting on our behaviours so that our harmonious community is maintained.

This Charter supports CAT Strategic Objectives 3 and 4:

Strategic Objective 3:

To develop a culture within the constituent Academies of the MAT in which all employees and students have outstanding behaviour and attitudes to one another, their learning and the community of schools

Strategic Objective 4:

To nurture a culture in which personal development contributes to the creation of a harmonious community

Creating the Right Environment

- Committing to our part in creating a harmonious community for young people to be educated in.
- A setting where young people feel confident to engage with adults and where adults facilitate opportunities for young people to talk.
- To be open to delivering programmes and undertaking training to facilitate improved engagement and creating a harmonious community.
- To provide opportunities through the curriculum to help all young people to see the world of opportunities and the possibility of relationships beyond their immediate peer groups.
- Giving young people a forum in the school to become leaders.

Building Relationships

- Being warm, empathic, and curious about all students in our care.
- Meeting and greeting students in classrooms and conversing with them in and outside of classrooms at every opportunity.
- To be constantly offering students opportunities to expand their horizons.
- Supporting staff to show the joy of their craft.

Repairing Relationships

- Behaviour practices that are based empathy, reflection and positivity.
- Whatever the cause, to be prepared to intervene at all times in order to make young people feel calm, soothed and secure.
- To be able to help young people feel confident in 'help seeking' without fearing threat, danger or shame.
- Staff and student openness to proactively repair relationships that appear to have broken down using restorative justice, warmth, understanding and kindness.

Reflecting and Improving

- Staff development and training that ensures adults and students cultivate positive behaviours and reflective practices in the art of good listening, good dialogue, empathy and understanding.
- Training for parents and carers in order to support them to empower families.
- The school to utilise the most current research practice, and resources in order to enable students to make informed choices about how they can relate to each other, how they live their lives and how they treat their bodies, brains and minds.

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