



Pennine Academies Yorkshire

Recruitment Pack

Marketing and Communications Officer

March 2024



Dear Candidate

Thank you so much for the interest you have shown in responding to our advertisement for the position of Marketing and Communications Officer with the Central Team at Pennine Academies Yorkshire.

We are a values-led Trust and we place high expectation and inclusion in every sense, at the heart of what we do. We value the differences in our schools which range from a 98-place rural school to a large 3 form entry with over 700 pupils. In addition to this we also provide over 50 specialist places for pupils with SEND.

We see our diversity as our strength. The Trust provides centralised services to schools including Finance, HR, IT, Estates and School Improvement - whilst leaving the business of teaching and learning, curriculum, pedagogy and community relationships to the school. Every school has its own individual identity and character, which we truly value.

We also value staff professional development and working in the trust provides opportunities to support other schools both within and beyond the trust as well as many exciting central projects. We work strongly together!

If you'd like to know more about working in the trust please do get in touch and take a chance to visit some of our schools.

I thank you for your interest in this position and I look forward to receiving your application.

Yours sincerely

Michael Thorp
Chief Executive Officer

Marketing and Communications Officer

3 days per week, 22.5 hours per week, hours flexible, TTO

PO3 SCP 32 - 35 (Actual Salary £20,765 - £22,417)

We are looking for a Marketing and Communications Officer to join our team from March 2024. The successful candidate will have met the requirements of the person specification and will be subject to an enhanced DBS check. We welcome applications regardless of age, gender, ethnicity or religion.

Pennine Academies Yorkshire Trust is committed to safeguarding and promoting the welfare of children and our people and expects all staff to share this commitment. Shortlisted candidates will be subject to related online content checks, in line with Keeping Children Safe in Education 2023.

We have an exciting opportunity in the Central Team for someone with a dedication to developing the marketing strategy aligned to the trust's growth plans. You will be able to clearly demonstrate previous experience across a wide range of marketing disciplines, be a creative thinker and have excellent communication and time management skills along with a meticulous attention to detail.

As a Marketing and Communications Officer at Pennine Academies Yorkshire, we will offer you:

- *The opportunity to access high-quality, mea CPD*
- *A straight talking yet supportive leadership team, with a great sense of humour!*
- *A friendly and cohesive team of like minded individuals who are dedicated to upholding the ethos of this multi academy trust.*
- *Great benefits, such as a cycle to work scheme, career development pathways, networking opportunities both internally and externally, making us the employer of choice.*
- *A generous holiday and family leave entitlement including an innovative 'Family Days' policy*
- *Join a strong and dynamic team of professionals across our organisation*
- *Have access to the local government pension scheme and terms and conditions aligned to the National Joint Council for Local Government Services.*

If you are interested in applying for this role, please do so via Prospects Online.

Visits to the trust are strongly recommended. To arrange an appointment or for any further information please ring the HR Business Partner on 07807 031160 or email recruitment@paymat.org.

Closing date: 9 February @ 9am Shortlisting: 9 February Interview: 29 February 2024

JOB DESCRIPTION – MARKETING & COMMUNICATIONS OFFICER

Date: March 2024

Salary: PO3 SCP 32 - 35

Responsible to: Chief Operations Officer

GENERIC INTRODUCTION:

The following information is furnished to assist staff joining Pennine Academies Yorkshire to understand and appreciate the work content of their post and the role they are to play in the organisation. The following points should be noted:

- Whilst every endeavour has been made to outline the main duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings, therefore, may have been used below, in which case all the usual associated routines are naturally included in the job profile.
- Employees should not refuse to undertake work, which is not specified on this form, but they should record any additional duties they are required to perform and these will be taken into account when the post is reviewed.
- Pennine Academies Yorkshire is an Equal Opportunities Employer and requires its employees to comply with all current equality policies in terms of equal opportunity for employment and access to the Council Services.
- Pennine Academies Yorkshire is committed, where possible, to making any necessary reasonable adjustments to the job role and the working environment that would enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

Strategic Direction:

Audience and Stakeholder Identification:

Identify key audiences e.g. parents/carers, students, all staff (teaching and support), as well as the wider community. Cultivate relationships with stakeholders in education to champion our Trust's and academy's values and offerings.

Alignment with Strategic Plans:

Collaborate closely with individual school strategic plans to support their goals through strategic marketing and communications initiatives – aligning with individual organisation's Improvement Plan (IP)

Brand Management:

Safeguard and elevate the reputation of the Trust as an organisation, as well as the multiple individual academy brands, ensuring they are consistently and effectively represented.

Admissions Strategy:

Develop and execute a comprehensive admissions strategy (across all Trust academies) in liaison with associated feeder schools and adherence to admissions legislation and regulation.

Employee and Recruitment Branding:

Develop and execute, in liaison with the Chief Operating Officer, the branding to support recruitment of high calibre staff and aid in the communication to all staff to build employee loyalty.

Marketing and Communications:

Marketing Strategy:

Craft a robust marketing and communications strategy that positions the Trust as a standout entity in the competitive education landscape, leveraging PR, social media, and digital channels.

Market Research:

Conduct in-depth market research to inform data-driven marketing decisions to stay ahead of industry trends.

Website Management:

Maintain a captivating online presence by overseeing the organisation's websites, ensuring that they clearly reflect our mission and values.

Advertising and Promotions:

Plan and execute compelling advertising and promotional campaigns to boost awareness and attract prospective pupils.

Analytics and Measurement:

Implement effective analytics to measure the impact of digital marketing efforts (including stakeholder sentiment analysis), ensuring optimal resource allocation.

Media Liaison:

Cultivate strong media relations to promote the Trust's academies and their visionary initiatives.

Admissions:

Effective Admissions Strategy:

Formulate a comprehensive admissions strategy for all phases of education, to initially meet and then exceed recruitment targets.

Feeder School Engagement:

Foster engagement programs with feeder/partner schools, and the wider local community, to attract and retain pupils

Leadership and Management:

Budget Management:

Efficiently manage budgets to optimise resource allocation and support the achievement of strategic objectives.

Collaboration:

Collaborate closely with the Trust leaders to promote synergy and explore additional income streams

General

- Attend training sessions and meetings as required
- Seek, consider, and act upon professional support and advice as required

- Assist in such duties and activities relating to any of the above areas appropriate to grade as the COO and CEO shall from time to time reasonably require.

Conditions of Employment

- The above responsibilities are subject to the general duties and responsibilities contained in the written statement of conditions of employment (the Contract of Employment).
- The post holder is required to support and encourage the Trust's ethos and its objectives.
- The post holder is required to work within and uphold all policies and procedures as agreed by the Trust, particularly the safeguarding policy, including all aspects of H&S and child protection.
- To effectively manage and deal with confidential data / issues appropriately as required by the post.
- To positively promote the Trust and its profile to a range of audiences including the local community
- The post holder shall be subject to all relevant statutory and institutional requirements.
- The post holder may be required to perform any other reasonable tasks after consultation.
- This job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and no part of it may be so constructed.
- This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and it may be subject to modification at any time after consultation with the post holder.
- All staff participate in the Trust's performance management scheme

Equal Opportunities

We are committed to achieving equal opportunities in the way we deliver services to the community and in our employment arrangements. We expect all employees to understand and promote this policy in their work.

Health and Safety

All employees have a responsibility for their own health and safety and that of others when carrying out their duties and must help us to apply our general statement of health and safety policy.

Safeguarding Commitment

This Trust is committed to safeguarding and protecting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Main duties and responsibilities are indicated below. Other duties of an appropriate level and nature may also be required, as directed by Assistant Financial Accountant and/or the Chief Financial Officer (CFO). Please note that the post holder may be required to work outside of normal school working hours when required. This is not an exhaustive list of all the duties and responsibilities that may be required from time to time and is subject to change in accordance with the needs of the Trust.

This job description will be kept under review and may be amended via consultation with the individual and Executive Team as required. Trade Union representatives will be welcome in any such discussions.

Other Specific Duties:

Model the ethos and vision of the trust

Work collaboratively

Personnel Specification

Qualifications & Experience	<ul style="list-style-type: none">• Experience at a senior level within a marketing and communications role• Experience of working work under pressure and to deadlines• Experience of working in an education environment• Knowledge and understanding of the key issues facing the education sector• Liaise effectively with other organisations and agencies• Develop, maintain and use an effective network of contacts, seeking advice and support when necessary• Strong, demonstrable ability to prioritise, plan and organise• Highly developed interpersonal skills• Communicate effectively orally and in writing to a range of audiences• Sound judgement and decision making skills based on understanding of relevant information• Strong analytical and problem solving skills• Demonstrate good judgement• Vision and creative flair: demonstrate visionary thinking and creative acumen to shape Trinity Trust's marketing and communications strategies at an appropriate level.• High professional standards: uphold exemplary professional and personal standards when representing the Trust as an organisation.• Motivation and initiative: exhibit unwavering personal motivation, initiative, and determination to drive the Trust toward its mission and strategic goals• Adaptability to changing circumstances/new ideas• Recent work in a school or other organisation within a marketing capacity. (E)
Knowledge and Skills	<ul style="list-style-type: none">• Understanding of basic HR practice particularly surrounding recruitment and selection, Safer Recruitment, employee relations (E)• Experience in undertaking a broad range of tasks and the ability to work under pressure and meet deadlines (E)• Ability to follow policy (E)• Highly motivated with a positive attitude (E)• Excellent team working skills (E)• Ability to plan, monitor, evaluate, review and lead by example (E)• Sound judgement and problem-solving skills (E)• Helpful, approachable and ability to stay calm and diplomatic under pressure (E)• An understanding of the importance of confidentiality and discretion (E)

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| | <ul style="list-style-type: none">• Committed to teamwork and working collaboratively with colleagues (E)• Understanding of payroll and pensions administration (D)• Competent IT user - Excel, Word, Google and/or HR software (E) |
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