

Consilium Academies Recruitment Pack

Marketing and Communications Manager Central Team



About the Role

Job Title: Marketing and Communications Manager

Hours: Full time 36 hours per week. You will be expected to work such hours as are necessary to carry out the duties associated with the post.

Salary: £32,878 - £35,934 (NJC Grade 10 - Scp 30 to 33)

Do you have the drive, passion and commitment to deliver outstanding support? This is an opportunity to join a dedicated team of staff at Consilium Academies who are committed to providing the best possible education for our pupils.

We are looking to recruit an experienced “hands on” Marketing and Communications Manager to create and implement the marketing strategy for Consilium Academies.

As the Marketing and Communications Manager you will support the Trust and our Academies to communicate our stories and successes to various audiences across a wide variety of media. As a key member of our central team, your expertise will help to deliver an outstanding service to staff, students, and the central team.

The role focuses on supporting and coordinating Trust and Academies communication activities, leading on developing webpages and social media accounts and creating engaging content to promote the Trust and its Academies as educational establishments of choice.

We are looking for someone with experience of working on effective, creative and inspiring on and offline marketing campaigns, from brief to execution and evaluation. Applicants must demonstrate excellent interpersonal skills and the ability to communicate clearly with a diverse client group.

We ask that all completed application forms are sent to HR@consilium-at.com

Please ensure that within your application you provide the names, addresses and contact details for two referees, one of whom should be your current or most recent employer.

The closing date for applications is Thursday 11th June 2020.

Due to the current situation with coronavirus in the UK, we are continuing to advertise vacancies and would encourage all interested, suitably qualified candidates to apply. We will be in contact with shortlisted candidates to make arrangements for assessment.

Interviews dates to be confirmed.

Consilium Academies are committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Appointments are made subject to an Enhanced DBS Check.

The trust is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

About the Trust

The Consilium Mission

'Consilium Academies will provide an inclusive partnership within our Trust and with our communities, where lives are enriched by providing care, experience and opportunity, and where every student benefits from the same opportunities to succeed'

"Partnership, Opportunity and Integrity"

Consilium Academies Trust is a Multi Academy Trust of 8 schools based across 3 hubs in Salford, South Yorkshire and the North East of England.

Consilium Academies believes in inclusivity, both in the schools and communities we serve. We are committed to working with our academies to ensure that our ethos is realised on a daily basis. The lives of our young people should be enriched by care, experience and opportunity. This is achieved by;

- helping children and young people to succeed to their potential academically, socially and emotionally;
- instilling a passion for lifelong love of learning and continued improvement so that our academies, staff and students can grasp their aspirations and ambitions;
- creating a family of academies that are inclusive and embrace diversity, where all members of the community feel supported, inspired and empowered to succeed;
- ensuring that all stakeholders are seen as partners in our work within the communities we serve.

The Trust operates a small central team led by our CEO, David Clayton. The team provide direct services to our schools as well as Trust level accountability, leadership and management. We operate a strong partnership model and our partner schools are instrumental in the continual growth and development of the trust.

We are aligning systems and processes throughout our school partnership and the input from our schools alongside the central team is therefore vital. The Trust works with its schools and academies in a supportive way that does not detract from the individual identity of a school.

Job Description

Job Title:	Marketing and Communications Manager
Reports to:	Chief Finance and Operating Officer
Based at:	Consilium Academies Central Office
Grade:	£32,878 - £35,934 (NJC Grade 10 - Scp 30 to 33)

Main purpose of the Role

To develop and actively support internal and external marketing and communication within the Trust and its Academies, and to raise Consilium Academies profile with staff, pupils, other stakeholders and public audiences.

To play an important role in creating a coherent identity for the Trust and its Academies, communicating our stories and successes to various audiences across a wide variety of media and collateral. To help achieve this you will manage our relationship with key suppliers, including designers, printers and web developers, to ensure value for money and the highest of standards are met.

Core Responsibilities & Tasks

- Ensuring that all communication, marketing, customer and stakeholder-facing collateral across the Trust is consistent with and supports the brand strategy
- The production of promotional campaigns and collateral, from concept to implementation
- Design, produce and disseminate innovative and engaging communications, both print and online, including news stories, features, social media and newsletters.
- Manage and develop the Academy websites, including the creation, upkeep and management of content. To ensure content is appropriate for intended audiences and effective oversight of all page owners / editors and their contributions to the sites.
- Support and mentor staff within the Academies who have web content responsibility
- Support with website accessibility and GDPR compliance in Academy communications activities, including utilising and advocating appropriate platforms and formats for internal and external audiences.
- Manage the Trust intranet webpages, including the creation, upkeep and management of content
- Be proactive in raising the Trust and its Academies social media profile, recognising collaborations, partnerships, promotional opportunities and disseminating information effectively.
- Procuring the trust's marketing collateral, ensuring value for money
- Briefing and managing a suite of creative designers, videographers and web developers
- Oversee production of publications, including the writing of copy
- Help deliver engaging and exciting events to key stakeholders. This will include coordinating the Trust's events calendar, both internal and external events including open evenings, annual awards ceremony and school events
- Representing the Trust at internal and external meetings and events

- Compile and analyse statistics related to online and social media presence and make recommendations for development
- Support emergency planning and business continuity communications as required

Additional Information About The Role

Staff Management

- Support staff working within the Academies with responsibilities for website content.

Planning and Organising

- Within parameters established by your manager, you will plan and prioritise your own workload and liaise with team members to ensure others' actions are complete and required information is provided.

Problem Solving

- Problem solving ability of a high level is required. It is essential to be able to work effectively across section or academy boundaries, as optimum solutions are likely to be achievable only with a clear perspective of the aspirations and objectives of colleagues across the Trust

Corporate Responsibilities

- The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment
- To pursue and promote the achievement and integration of diversity and equality of opportunity throughout the Trust's activities
- To plan, monitor and review health and safety within areas of personal control
- To participate in the Trust's Performance Management process and engage in continuous professional development and networking to ensure that professional skills and knowledge are up to date
- To maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues

Additional Notes

- This Job Description provides an overview of the principal accountabilities of the post and will include, but will not be limited to, those detailed. It is anticipated that the content of roles will evolve and change over time and such the balance of duties within the Job Description will change within the broad remit of the post. This Job Description does not form part of your contract of employment and will be updated from time to time in consultation with you.
- It is expected that all staff work collaboratively to share good practice, resources and ideas to realise Consilium Trust Vision and aims. All staff should act with professional integrity at all times, following the Code of Conduct.
- An Enhanced DBS Check will be requested on successful application to a position at the Trust or Academy.

Person Specification

Essential Qualifications, Knowledge, Skills and Experience

Educated to degree level or equivalent OR relevant work experience within the Education Sector

Evidence of delivering, either in-house or at an agency, marketing and communications activities

Ability to write compelling, accurate copy on and offline

Good working knowledge of all communications disciplines, including social and digital media, and their use as part of an integrated communications strategy

Excellent interpersonal and networking skills

Ability to work in a fast paced deadline driven environment

Ability to manage multiple work streams independently

Ability to produce high quality accurate work within tight time-scales

Excellent time management and organisational skills, able to manage own workload and prioritise tasks in a busy work environment

Experience managing external agencies and freelancers and working within brand guidelines, acting as brand guardian for any communications activity

Experience in aspects of media, public relations or communications

Experience of using a variety of communications channels and proven ability to provide advice on most appropriate channels depending on context and user need.

Desirable Qualifications, Knowledge, Skills and Experience

Professional qualification in Marketing or Communications

Proven ability in using web analytics tools and how to use this data to improve communications

Understanding of the Education Sector

Familiarity with technical aspects of GDPR processes.

Personal Qualities

Excellent interpersonal skills with ability to communicate with a wide variety of stakeholders, including internal and external colleagues, students and stakeholders and to build strong working relationships.

A clear communicator with a diverse client group – adults and young people.

Customer-focused and committed to the delivery of excellent customer service.

Flexible, adaptable to leading change, efficient and highly organised.

Sensitivity and awareness of confidentiality requirements.

Excellent written and oral communication skills, highly proficient in spoken and written English with evidence of conveying messages clearly, concisely and accurately.

Accurate and methodical approach to work with a keen eye for detail.

Proven planning and organisational skills and an ability to take initiative.

Ability to work as part of a team, working towards team goals and establish effective working relationships within a team.

Ability to engage positively in relation to feedback; self-reflective and committed to continuous development.

Highly motivated with the drive and determination to succeed.

Persistent in achieving goals and overcoming challenges.
Enthusiasm about emerging technology and innovation.
Practical with high integrity, honesty and ethical standards.
Enthusiastic and committed with stamina and a positive, self-reliant, proactive, open-minded and can-do attitude.