



Candidate Pack

Communications & Marketing Manager

Candidate Pack



PONTEFRACT
ACADEMIES TRUST



Welcome

Welcome from the CEO and context for this appointment.

Dear applicant,

Thank you for your interest in Pontefract Academies Trust and the role of Communications and Marketing Manager. I hope the information provided will interest you and I'm delighted that you are interested in joining our organisation.

Pontefract Academies Trust is a cross-phase Multi Academy Trust comprising seven primaries and two 11-16 secondary schools. Currently, our schools are located within a tight geographic hub in and around Pontefract, with pupils drawn from the local community, including different catchment areas. Our family of schools has moved forward at some pace since 2018, and we aim to continue this trajectory and emerge from the pandemic with excellent outcomes and continuous improvement.

The Trust has refreshed its strategic plan to reflect the next phase of its development. We are clear on our strategic priorities and what levers we have to pull to deliver on our mission of running high achieving schools. The Trust is well-positioned with a growing reputation for school improvement across the region, is financially solid and sustainable, and all our schools collaborate strongly.

As the Communications and Marketing Manager, you will be the lead for strategic development and practical implementation of an integrated Communications and Marketing strategy for the Trust and its family of schools. You will be required to utilise extensive specialist skills and expertise to lead the direction of communications and marketing across the Trust, implementing innovative and creative strategies to raise the profile of the organisation and make notable impact on areas such as staff and pupil recruitment.

A key aspect of this role will be the delivery of a clear, simple and accessible internal communications whilst also supporting our schools to deliver their marketing strategies through the design and creation of collateral and management of events.

This is a key role as the Trust moves to the next phase in its life cycle. We are looking for someone with experience of working on effective, creative, and inspiring online and offline strategies, from brief to execution and evaluation, as well as experience of delivering internal communications and events management.

We wish to appoint people that understand and believe in our guiding principles and values. If successful, you will be joining the Trust at an exciting time. Of course, it is essential that we get the right people on board. The Trust is keen to find the right person to fill this exciting position; however, as the CEO, I am keen that the right person finds the role fulfilling and has the opportunity to shape and define a role across the Trust professionally and personally rewarding.

If you think you have the necessary skills, experience, aspiration, and qualities to join us at the forefront of the next step of our journey, we would be delighted to hear from you.

Best wishes,

Julian Appleyard OBE
CEO

About the Trust.

Achievement Without Excuses.

We have an unwavering focus on achievement. This is paramount so that all of our children and young people enjoy greater life chances.

We take responsibility for ensuring that they succeed. We own our own performance and do not rest on our laurels or seek to blame others.

Excellence As Standard.

We set high standards. "Good enough" is simply not. We do not accept second best from our students or ourselves.

The Trust aims to be a highly reliable school improvement organisation that is disciplined in its approach to improving performance. A Trust with clear plans and simple and precisely executed systems that not only develop and sustain excellent performance, but never stifle individual flair.

Stronger As One.

We take collective responsibility for each other and the results of all of our children and young people. We enjoy sharing our success as a Trust while recognising the strengths of individuals and each school. To this end, collective accountability is rooted in a "if one fails we all fail" mentality.

As a family of schools we collaborate with each other, challenge each other and share best practice. We do not let competition get in the way of our desire to get the best outcomes for all.

Our Mission.

Running top-quality, high-achieving schools that give our children and young people the chance in life they deserve.

Our Vision.

Where every child and young person makes outstanding progress.

Our People Matter.

We know that our people make a difference to the lives of our 3-16-year-olds. We want to make our schools places where great teachers want to teach, lead and build a career. Investment in the recruitment, development and retention of the best people is a top priority.

We aim to provide professional work environments where our people have the support and tools to do a great job and push our children and young people to scale new heights in a safe and secure environment.

Students Come First.

Our schools are run for the benefit of children and young people, not the ease of adults. Their achievement comes first and staff in schools and the central Trust office work to this end.

The Trust aims to keep low priority tasks away from front line teachers and leaders so that they can focus explicitly on our core business of teaching and learning.

Our Schools.

The Pontefract Academies Trust family includes a range of schools across Pontefract. We provide education from nursery, through primary and secondary.

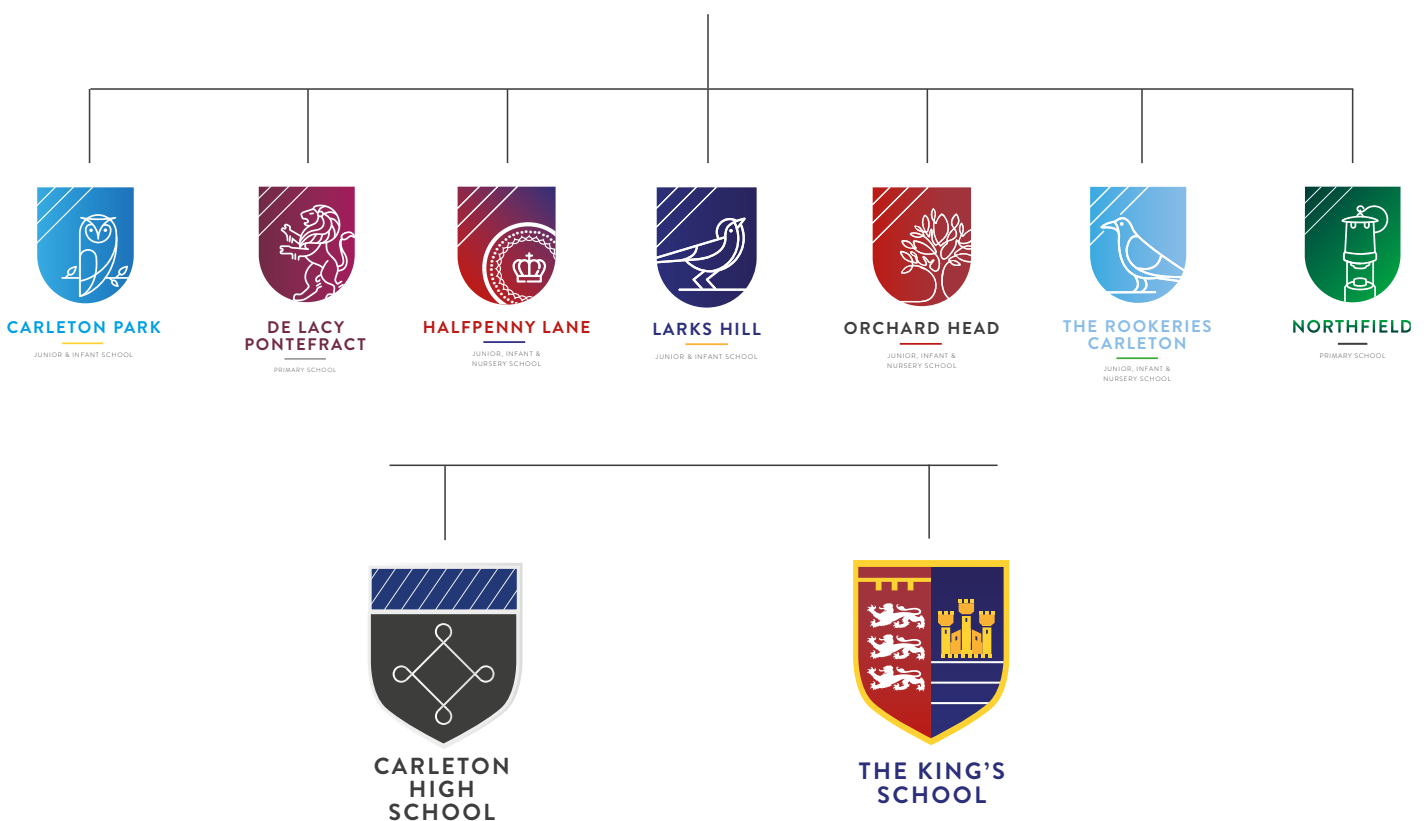
Each school is individual and responds to the needs of its local community to provide the best possible opportunity for its young people. However, being part of a Multi Academy Trust means each school can benefit from shared resources and systems that allow collaboration for the benefit of our children and young people.

9 SCHOOLS

ONE TRUST



PONTEFRACT
ACADEMIES TRUST



Job Description: Communications & Marketing Manager

Accountable to:	Director of People & Culture
Salary:	Grade 10, Scale Range 32 – 35 (£40,221 – £43,421 per annum)
Location:	Trust central office with the option for some hybrid working
Hours:	37 hours per week, all year round

The Role

Pontefract Academies Trust are seeking to appoint an exceptional individual to join our central team in the role of Communications and Marketing Manager. Reporting to the Director of People & Culture, the successful candidate will be a strategic-thinking, hands on individual, whose talents sit in communications and marketing.

This role represents an exciting opportunity to be part of something special, developing and supporting our multi academy trust and playing a significant role in delivering our stakeholder engagement strategy, brand management, internal and digital engagement, internal communications, media relations and external communications.

As the Communications and Marketing Manager, you will be the lead for strategic development and practical implementation of an integrated Communications and Marketing strategy for the Trust and its family of schools. You will be required to utilise extensive specialist skills and expertise to lead the direction of communications and marketing across the Trust, implementing innovative and creative strategies to raise the profile of the organisation and make notable impact on areas such as staff and pupil recruitment.

A key aspect of this role will be the delivery of a clear, simple and accessible internal communications whilst also supporting our schools to deliver their marketing strategies through the design and creation of collateral and management of events.

This is a key role as the Trust moves to the next phase in its life cycle. We are looking for someone with experience of working on effective, creative, and inspiring online and offline strategies, from brief to execution and evaluation, as well as experience of delivering internal communications and events management.

Applicants must demonstrate excellent interpersonal skills and the ability to communicate clearly and proactively with a diverse group of stakeholders, and in partnership with external agencies. You will be responsible for a wide variety of tasks including the design and production of marketing materials, writing copy for print and digital channels, helping to grow our social media channels, updating our websites, supporting events and helping us to deliver key campaigns and initiatives.

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, strong initiative and the ability to communicate clearly with a diverse client group.

Please [click here](#) to access the Trust's Strategic Plan 2022 – 2025.

We are hosting a virtual coffee morning for prospective candidates to meet some of our team and ask any questions you may have about the role or our Trust. To book a timeslot, please [click here](#).

If you are unable to make these dates but would still like a discussion regarding this role, please contact Pam Hewitt, Director of People and Culture, via email at recruitment@patrust.org.uk.

Professional Development & Benefits

Our people are at the heart of our success. We have developed a strong culture of collaboration and best practice, with professional development and career planning at its centre. We invest in our staff with support, coaching, mentoring, and a wide range of top-quality training programmes delivered at every level.

In addition to the opportunities for career development and progression, we also offer a strong and supportive benefits package which includes:

- Excellent pension schemes with generous employer contributions.
- A Comprehensive Wellbeing Programme with 24/7 access including physiotherapy, virtual GP appointments, fitness advice and counselling.
- Generous annual leave entitlements increasing over time.
- Supportive family friendly policies with a focus on employee work/life balance.
- Cycle to work schemes.
- Affiliated discounts at 100s of retailers.

Plus, many more!

Next Steps

To apply for this vacancy please submit your application form via our Face-Ed system using the following link: <https://www.pontefractacademiestrust.org.uk/vacancies> before the closing date of Monday 8th July 2024 at 10am.

We are an equal opportunities employer welcoming applications from everyone. Pontefract Academies Trust is wholly committed to ensuring children and young people are fully supported and safe. We are dedicated to the safeguarding of all children and young people whilst promoting their welfare. Any offer of employment will be subject to receipt of satisfactory DBS Enhanced Disclosure and pre-employment checks. Shortlisted applicants will also be asked to provide criminal conviction information.

Job Description

- Develop and actively support internal communications and marketing within the Trust and its schools, and to raise Pontefract Academies Trust profile with staff, pupils, other stakeholders and public audiences.
- Play an important role in building and sustaining a coherent identity for the trust and its schools, communicating our stories and successes to various audiences across a wide variety of media.
- Manage relationships with key suppliers, including designers, printers and web developers, to ensure value for money and the highest standards are met.

Key Responsibilities and Accountabilities

Key Duties and Responsibilities

- Lead the development and implementation of the trust communications strategy.
- Develop strategies to build employee engagement and advocacy to enhance the reputation of the Trust both internally and externally.
- Take overall accountability and responsibility for internal communication channels, including the intranet, and for implementing continuous improvements.
- Manage the co-ordination, production and distribution of key trust communications.
- Lead the organisation and management of trust events that build a connection, morale and affiliation amongst our staff, pupils and external stakeholders.
- Write compelling content for a broad range of communication channels and key strategic documents.
- Lead the planning and delivery of change management communications across strategic initiatives and projects.
- Manage the planning and delivery of employer brand and recruitment campaigns.

Internal communications and employee engagement

- Lead the development and implementation of the trust communications strategy that advises, engages and motivates employees, by ensuring that they understand the trust strategy, the education environment and the importance of their individual contributions.
- Support the development of the trust's branding identity style guide to establish tone, language, graphic and social media guidelines.
- Take overall accountability and responsibility for internal communication channels; investigating new and agile channels – including digital – to improve the quality, reach and impact of internal communications.
- Monitor, evaluate and report on the performance of internal communications activities.
- Develop and manage plan for handling internal communications at times of crisis.
- Write engaging copy and communications on behalf of leadership, including the development and delivery of the Chief Executive's communications and engagement strategy.
- Lead the development and maintenance of the trust's intranet, including the drafting and management of content for publication, provision of training to staff, implementation of governance processes, compliance with branding, accessibility and usability guidelines, and evaluation of functionality and usage.
- Manage the coordination, production and distribution key bulletins, newsletters and magazines, including the termly stakeholder magazine.
- Develop content for the trust induction programme that reinforces the trust's mission, values and strategy and strengthens employee understanding and engagement.
- Work with the Executive Leadership Team, and key teams, to build strategies to increase employee advocacy across all levels and establishments within the trust to enhance the reputation of the trust both internally and externally.
- Lead and develop a trust-wide recognition strategy that highlights individual, team and organisation-wide outcomes and achievements.
- Lead the organisation and management of trust events that build connection, morale and affiliation amongst our staff, pupils and external stakeholders.
- Provide out-of-hours communications support as required.

Corporate communications, change management and projects

- Create and communicate timely, precise, and engaging content for a broad range of communications channels and key strategic documents for the trust and its schools, including websites, handbooks and annual reports.
- Oversee the press office function to ensure delivery of a professional and effective media relations service that builds a positive profile of the trust and its schools.

Job description continued on next page

- Work with external suppliers, including designers, photographers and printers, to produce high quality communications materials.
- Research, write and edit case studies and awards entries for the trust and its schools.
- Work closely with the Executive Leadership Team to support and/or lead change and communication management activities across strategic initiatives and projects.
- Produce resources and toolkits to support schools with pupil, parent and stakeholder communications and engagement.
- Provide timely and professional communications advice and support to schools.

Stakeholder engagement

- Lead stakeholder mapping and engagement activities to drive impactful and coherent engagement across multiple stakeholders (pupils, parents, staff, governor and trustees, the Department for Education, local authorities and MPs etc).
- Lead on the production of key communications to improve stakeholders understanding of the work and achievements of the trust and its schools.
- Evaluate the effectiveness of stakeholder engagement via the implementation of engagement surveys and polls, including the management of pupil and parent surveys and communications support for employee surveys led by the Director of People and Culture.

Employer brand and recruitment

- Work closely with the Director of People and Culture to ensure the trust communicates a compelling employer brand that aligns with the trust brand.
- Manage social content (e.g. LinkedIn, Glassdoor) specifically related to recruiting and the trust's employer brand.
- Manage the planning and delivery of employer brand and recruitment campaigns.
- Support the Director of People and Culture and trust to build a fit for purpose talent strategy.

Performance Management and Review

- The annual appraisal process will be used to assess performance against agreed objectives and professional development plans in accordance with the Trust Policies and Procedures.

Other Duties and Responsibilities

- Promote high standards of personal professional conduct in accordance with the Trust Employee Code of Conduct.
- Be aware of and comply with policies and procedures relating to child protection, financial regulations, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.
- Be aware of and support difference and ensure equal opportunities for all.
- Contribute to the overall vision and values of the Trust.
- Appreciate and support the role of other professionals.
- Be prepared to provide additional support to the Central Trust or other schools of the Trust if required.
- Attend and participate in relevant meetings as required.
- Participate in training and other learning activities and performance development as required.
- Be proactive in seeking appropriate advice and guidance where required.

The duties and responsibilities highlighted in this job specification are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis.

Person specification

No.	Categories	Essential or Desirable	Assessed by	
			Application Form	Interview or Task
Qualifications				
1.	A degree or equivalent in English, communications, marketing, public relations, journalism or a related discipline.	E	✓	
2.	Demonstrable professional development in communications, marketing, public relations or related discipline.	E	✓	✓
Skills and Experience				
3.	Considerable successful experience of working in a PR, communications or marketing role.	E	✓	✓
4.	Experience of researching, editing and writing copy for a variety of audiences across a range of communication channels, including print and digital.	E	✓	✓
5.	Experience of developing and implementing internal communications strategies, and measuring and reporting on their effectiveness.	E	✓	✓
6.	Experience of managing internal communication channels.	E	✓	✓
7.	Experience of leading change management, communication and adoption strategies.	D	✓	✓
Abilities, skills and knowledge				
8.	Exceptional short and long form writing skills – in particular, the ability to assimilate and understand complex issues and distil them into clear and engaging copy.	E	✓	✓
9.	Ability to capture the authentic voice of leadership in written communications.	E	✓	✓
10.	Best practice of internal and external communication, including social media.	E	✓	✓
11.	Knowledge of law and how it impacts on communications, e.g. freedom of information, copyright and election law.	E	✓	✓
12.	Strong planning and project management skills, accompanied by an ability to execute multiple projects concurrently in a fast-paced, collaborative, deadline-orientated environment.	E	✓	✓
13.	Understanding of the education sector.	D	✓	✓
14.	Excellent ICT literacy, including Microsoft Office applications.	E		
15.	Strong verbal and written communication skills.	E	✓	✓
16.	Experience of managing web content using a content management system (WordPress is preferable).	D	✓	✓
17.	Ability to work under pressure and unsupervised on own initiative.	E	✓	✓
18.	Excellent attention to detail.	E	✓	✓
19.	Commitment to support the trust agenda for safeguarding and equality and diversity.	E	✓	✓
Personal Qualities				
20.	Excellent interpersonal skills and networking skills with the ability to communicate with a wide variety of stakeholders, including internal and external colleagues, pupils and stakeholders and to build strong working relationships.	E	✓	✓
21.	Flexible, adaptable to leading change, efficient and highly organised.	E	✓	✓
22.	Sensitivity and awareness of confidentiality requirements.	E	✓	✓

Job description continued on next page

Person specification

No.	Categories	Essential or Desirable	Assessed by	
			Application Form	Interview or Task
Personal Qualities				
23.	Proven planning and organisational skills with an ability to take initiative.	E	✓	✓
24.	Ability to work as part of a team, working towards team goals and establishing effective working relationships within a team.	E	✓	✓
25.	Ability to engage positively in relation to feedback; self-reflective and committed to continuous development.	E	✓	✓
26.	Highly motivated with the drive and determination to succeed.	E	✓	✓
27.	Enthusiasm about emerging technology and innovation. Practical with high integrity, honesty and ethical standards.	E	✓	✓
28.	Enthusiastic and committed, with stamina and a positive, self-reliant, pro-active, open-minded and can-do attitude.	E	✓	✓
29.	Full, clean driving licence	E	✓	✓

How to apply:

Making your application

We are hosting a virtual coffee morning for prospective candidates to meet some of our team and ask any questions you may have about the role or our Trust. To book a time slot, please [click here](#).

If you are unable to make these dates but would still like a discussion regarding this role, please contact Pam Hewitt, Director of People and Culture, via email at recruitment@patrust.org.uk

To apply for this vacancy please submit your application form via our Face-Ed system using the following link: <https://www.pontefractacademiestrust.org.uk/vacancies>

Timeframes

Closing date for applications: Monday 8th July 2024 at 10am

Interviews: Monday 15th July 2024

Safer recruitment

Pontefract Academies Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. We will ensure that all our recruitment and selection practices reflect this commitment. All successful candidates will be subject to DBS checks along with other relevant pre-employment checks.

We look forward to hearing from you.



Pontefract Academies Trust

The Barracks Business Centre,
Wakefield Road Pontefract,
WF8 4HH.

Tel: 01977 232146

Email: adminsupport@patrust.org.uk

Twitter: @PontefractAT

Registered Company: 08445158

The Pontefract Academies Trust are committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. We will ensure that all our recruitment and selection practices reflect this commitment. All successful candidates will be subject to DBS checks along with other relevant pre-employment checks.