



# **DIGITAL MARKETING EXECUTIVE RECRUITMENT PACK**

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**MARCH 2024**

## About the Trust



Ambitions Academies Trust exists to secure 'Outstanding Achievement for All' for the communities that it serves. This is underpinned by our values of Inclusivity, Openness and Honesty.

Comprising thirteen academies located over fifteen sites across the South West coast of England, we provide an outstanding education across all sectors – primary, secondary and special.

The Ambitions Academies Trust mission is laid out in three key strands:

- To ensure all pupils reach their potential by securing outstanding achievement, high standards of social skills and improved life chances
- To raise standards of teaching and learning by ensuring strong, effective governance and outstanding leadership at all levels
- To achieve outstanding outcomes through the Trust through the efficient use of public funding and assets

We base all that we strive to achieve on our four defining Key Principles:

- To provide and maintain strong, effective governance at all levels of the Trust
- To ensure financial sustainability throughout the Trust
- To ensure future growth does not adversely impact outcomes within the Trust
- To provide leadership and training through Ambitions Teaching School to continue to support schools outside the Trust

## About the Role



**Post:** Digital Marketing Executive

**Contract:** Full Time, Permanent

**Salary:** Competitive, commensurate with experience

We are on a transformative journey at Ambitions Academies Trust, developing our One-Team Trust Culture, serving our academies as customers, uniting our talented team, and expanding our partnerships with local businesses and enterprises. It's an exciting time as we refine our shared values through design-thinking workshops, contributing to our brand evolution and the launch of a new website.

We're in search of a Digital Marketing Executive with a passion for social media to elevate our presence across digital platforms. You will lead on showcasing the impact of our educational mission through powerful digital storytelling and community engagement. This role, reporting to our Senior Marketing and Communications Professional, is your opportunity to harness the power of digital marketing to share our story, connect with our audiences, and support our ambitious growth.

As our Digital Marketing Executive, you'll be the driving force behind our social media strategy, crafting compelling content, engaging with our community, and using analytics to inform and refine our approach. If you're a creative thinker, a digital trendsetter, and passionate about making a difference in the education sector, we'd love to hear from you.

## What we have to offer:

- A competitive pension through The Local Government Pension Scheme.
- Enhanced contractual sick pay in line with the Burgundy Book and Green Book
- A culture that respects work-life balance and an ongoing commitment to wellbeing with a dedicated Wellbeing Champion.
- An Employee Assistance Programme available 24/7 including in the moment support and counselling sessions with an external provider.
- AAT Staff benefits include free eye testing for DSE users through Specsavers, free will writing through Dunham McCarthy Solicitors and reduced price corporate gym memberships.
- A visible and approachable senior leadership team and an enthusiastic and committed team of teachers and support staff.
- A strong support network both within the school and across Ambitions Academies Trust.
- Strong potential for career progression where all staff are part of a professional learning community in which evidence-informed CPD is designed to meet individual needs.

## How to apply...

Thank you for your interest in Ambitions Academies Trust.

Should you wish to arrange a visit or an informal discussion regarding the role, please contact Molly Evans, HR Coordinator at [molly.evans@aat.education](mailto:molly.evans@aat.education)

**Closing date for applications:** 25<sup>th</sup> April 2024 at 9am

**Interviews:** 3<sup>rd</sup> May 2024

**If you think a career with Ambitions Academies Trust is right for you, click [HERE](#) to apply now.**

Please complete our application form and **in addition**, please send supporting visual examples of your work via PDF, up to 2 pages in length, to [humanresourcesadmin@aat.education](mailto:humanresourcesadmin@aat.education)

**We look forward to receiving your application.**

**Ambitions Academies Trust (AAT) comprises schools from all sectors: mainstream (primary and secondary) and special. AAT secures outstanding achievement and improved life chances of all our pupils. All our Academies have high expectations as the focus of their work. We are strongly committed to supporting colleagues in developing their careers further and offering excellent CPD opportunities**

**Please submit your application as soon as possible to avoid disappointment as AAT reserves the right to close applications early.**

**Please note we DO NOT accept applications by CV and are unable to offer Visa Sponsorship.**

**Ambitions Academies Trust is committed to safeguarding and promoting the welfare of children. Rigorous checks will be made of the successful applicant's background credentials, including enhanced DBS checks and an online search**

## **JOB DESCRIPTION**

**POST:** Digital Marketing Executive

**RESPONSIBLE TO:** Senior Marketing & Communications Professional

### **PURPOSE:**

To be responsible for developing, implementing and managing marketing campaigns across various digital platforms to increase the online presence of the Trust and all our Academies. The ultimate aim is to connect with our communities to showcase our Academies to prospective students and attract talent by demonstrating our dedication to being an employer of choice.

### **MAIN DUTIES & RESPONSIBILITIES:**

In seeking to realise this vision the postholder would be expected to carry out the following duties and to recognise that the list is only indicative and that there might be other, similar duties which might be required to carry out.

#### **Digital Marketing**

- Design and implement innovative social media marketing strategies to enhance the Trust's online presence and engage with target audiences across platforms such as FaceBook, Instagram, LinkedIn, and YouTube.
- Create dynamic written, graphic, and video content that tells our story, showcases our achievements and promotes our events and initiatives.
- Keep abreast of the latest social media trends, technologies, and best practices; applying this knowledge to make strategic decisions that keep our digital marketing efforts ahead of the curve.

#### **Communication**

- Support the Senior Marketing and Communications Professional with digital marketing projects, campaigns, and strategic initiatives, ensuring alignment with the Trust's overall marketing objectives.
- Collaborate with stakeholders across the Trust to source content and ensure a cohesive and integrated marketing approach.

#### **Reporting & Review**

- Analyse and report on social media metrics, using insights to drive engagement and optimise campaign performance.

### **GENERAL:**

- To promote and support AAT's culture of "High Expectations for All" and encourage staff and pupils to follow this example.
- To promote and safeguard the welfare of children in your care or that you come into contact with in accordance with the Trust Child Protection and Safeguarding Policy.
- To comply with, promote and act in accordance with all Trust and Academy policies.
- To be responsible for complying with data protection legislation and expectations for confidentiality. Any issues or breaches to be reported to the Trust HR Director at the earliest opportunity.
- To be responsible for complying with health & safety legislation and guidance. Any issues or breaches to be reported to the Trust Estates Director immediately.
- To maintain consistent working relationship with colleagues, supporting them in line with your role and responsibilities.
- To keep colleagues informed about aspects of your work and schedule which may affect the support you can give them.

- To develop your effectiveness by up-dating your knowledge and skills, seeking and taking account of constructive feedback on your performance, making effective use of the development opportunities made available to you.
- To identify and agree personal development objectives with your line manager.
- To be courteous to colleagues and provide a welcoming environment to visitors.

**ADDITIONAL INFORMATION**

Throughout the Trust it is our practice to vary the specific responsibilities in line with the needs of the Trust. This will be carried out in consultation with the post holder.

This is an outline job description only and the post holder will be expected to comply with any reasonable request from a manager to undertake commensurate work of a similar level, or any lesser duties, that are not specified in this Job Description.

The aim of the job description is to indicate the general purpose and level of responsibility of the post.

Please be aware that duties may vary from time to time without changing their character or general level of responsibility.

Duties may be subject to periodic review by the Chief Executive Officer or nominated representative (in consultation with the post holder) to reflect the changing needs of the Trust.

**Signed:** ..... **Date:** .....

**Post Holder**

One copy to be retained by member of staff and one kept on the employee’s file.

**Ambitions Academies Trust is committed to providing a safe, supportive and stimulating environment for all its pupils following Keeping Children Safe in Education Guidelines. This post is exempt from the Rehabilitation of Offenders Act 1974**

**Outstanding Achievement for All**



**PERSON SPECIFICATION**

Digital Marketing Executive

	Essential	Desirable
<b>QUALIFICATIONS</b>		
Marketing, or Business, Degree or equivalent	*	
CIM qualification		*
<b>EXPERIENCE</b>		
Proven experience in digital marketing, with a strong emphasis on social media management and content creation.	*	
<b>KNOWLEDGE, SKILLS &amp; PERSONAL QUALITIES</b>		
Exceptional writing and editing skills, alongside the ability to create visually appealing digital content.	*	
Solid understanding of social media analytics tools and the ability to translate data into actionable insights.	*	
Creative and strategic thinker with the capacity to generate new ideas and translate them into effective digital campaigns.	*	
Excellent organisational skills, with the ability to manage multiple projects simultaneously and meet tight deadlines.	*	
Knowledge of SEO, content marketing, and email marketing strategies is desirable.	*	
Strong interpersonal and communication skills, capable of working collaboratively across teams and with external partners.	*	
A passion for education and a commitment to promoting the values and mission of Ambitions Academy Trust	*	

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**Outstanding Achievement for All**

## Living on the South Coast



The South Coast is officially the sunniest place in the UK and with over 400 miles of coastline to discover it makes for an ideal place to live, work and play.

Dorset's coastline is a contrast of vibrant coastal towns with many areas of outstanding natural beauty.

Bournemouth offers seven miles of award-winning beaches and an array of shops and restaurants. The town is well known for its association with the arts, music and literature. The strength of Bournemouth's economy lies in its diversity of sectors – financial, marine and aviation alongside the service and tourism sectors. Bournemouth is also becoming a fast growing digital hub with as many as 400 digital agencies throughout the region.



Poole is a bustling coastal town with an incredible history that dates back thousands of years with its cobbled streets and impressive architecture in the Old Town leading to Poole Quay. There are plenty of high-quality restaurants in this area as well as traditional pubs. Poole Harbour is Europe's largest natural harbour; it is a site of Special Scientific Interest and a haven for bird watchers and conservationists.

Travel by boat and see the iconic Old Harry Rocks and the Victorian seaside resort of Swanage at the most eastern point of the Jurassic Coast. The Jurassic Coast, stretching 96 miles, from Exmouth in East Devon to Studland Bay in Dorset was given UNESCO World Heritage Status in 2001.



Weymouth is one of the gems of the Jurassic shoreline with a pretty seafront and a traditional fishing harbour. Situated on a sheltered bay at the mouth of the River Wey, Weymouth is the third-largest settlement in Dorset after Bournemouth and Poole. The Olympic legacy can be seen throughout the town since hosting the sailing events in 2012 with a fantastic offering of water sports and coastal activities. There is also a thriving live music and club scene.

This is a fabulous place for families to live, work and study, with a thriving economy, plenty of activities and entertainment, good schools and universities, all situated within a beautiful location.