



MARKETING AND COMMUNICATIONS OFFICER

RESPONSIBLE TO:	Deputy CEO (Operations)
LINE MANAGER:	Executive Assistant to the CEO
CONDITIONS:	37 hours per week, 52 weeks per year
PURPOSE OF POST:	To lead and manage the communications activity of Chiltern Learning Trust, considering individual organisational communications and wider co-ordinated communications for the Trust. You will advise and support the Trust executive team, Directors and Academy Senior Management teams on marketing, reputation and brand activities providing vision and sound professional and technical direction This is a key post within the Trust which requires dedication and a highly efficient and responsible approach.

ORGANISATION CHART:



PRINCIPAL RESPONSIBILITIES

1. Planning, developing and executing marketing communication campaigns across digital platforms and print media.
2. Tracking and reporting on the effectiveness of campaigns (including marketing spend) to optimize current and future marketing activities.
3. Supporting with writing copy for all marketing collateral, including CLT handbooks, brochures, letters, emails, websites and CEO updates to stakeholders.
4. Designing marketing materials such as posters, banners, sales materials, etc. to promote Trust activities, with a focus on enhancing marketing efforts within our schools.
5. Using CRM, MailChimp, to communicate with internal and external stakeholders on a weekly basis.
6. Attending and organising the marketing for company-wide events and promoting over social media platforms.
7. Quality assuring and maintaining CTG/CLT websites to ensure content is relevant and up to date, as well as monitoring data analytics of website performance with Google Analytics.
8. Carrying out research of social media handles and groups, to support with the next academic year's recruitment campaigns for both Teaching School and Teacher Recruitment.

9. liaising with LA personnel on staffing matters under the direction of the HR Manager
10. Maintain associated files, records and documentation as requested.

DIMENSIONS:

Supervisory Management: None
Financial Resources: None
Physical Resources: Office equipment and resources
Other: None

Physical Effort: Operation of standard office equipment to include personal computers, photocopiers, and telephones.

Working Environment: Office environment

CONTEXT: All support staff are part of a whole Trust team. They are required to support the values and ethos of the Trust and Trust priorities as defined in the Improvement Plan. This will mean focussing on the needs of colleagues, parents and pupils and being flexible in a busy pressurised environment.

Because of the nature of this job, it will be necessary for the appropriate level of criminal record disclosure to be undertaken. Therefore, it is essential in making your application you disclose whether you have any pending charges, convictions, bind-overs or cautions and, if so, for which offences. This post will be exempt from the provisions of Section 4 (2) of the Rehabilitation of Offenders 1974 (Exemptions) (Amendments) Order 1986. Therefore, applicants are not entitled to withhold information about convictions which for other purposes are 'spent' under the provision of the Act, and, in the event of the employment being taken up, any failure to disclose such convictions will result in dismissal or disciplinary action by the Authority. The fact that a pending charge, conviction, bind-over or caution has been recorded against you will not necessarily debar you from consideration for this appointment. Disclosures are handled in accordance with the DBS Code of Practice which can be accessed from Direct.gov.uk

The Trust is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

'CVs will not be accepted for any posts based in schools.'

Marketing and Communications Officer: Person Specification

This acts as selection criteria and gives an outline of the types of person and the characteristics required to do the job.

Essential (E) :- without which candidate would be rejected

Desirable (D):- useful for choosing between two good candidates.

Please make sure, when completing your application form, you give clear examples of how you meet the essential and desirable criteria.

Attributes	Essential	How Measured	Desirable	How Measured
Experience	<p>Previous experience of working in a role involving some form of marketing responsibility.</p> <p>Previous experience of writing / drafting / editing copy for websites and publications as well as website updating and extensive use of social media platforms</p> <p>Experience in creating and managing a communications plan and delivering on the activities within that plan</p> <p>Experience of managing the production of resources/collateral -both digital and physical</p>	<p>1,2</p> <p>1,2</p> <p>1,2</p> <p>1,2</p>	<p>Able to use Microsoft Office suite.</p> <p>Experience of working in a school environment.</p>	<p>1,2</p> <p>1,2</p>
Skills/ Abilities	<p>Excellent interpersonal skills to effectively influence those at a senior level and the ability to gain respect and confidence of staff at all levels.</p> <p>Able to develop constructive working relationships with others.</p> <p>Resilience in challenging situations which may require diplomatic solutions.</p> <p>High level of personal organisational skills</p> <p>Able to plan and organise workloads to meet conflicting work demands and deadlines.</p> <p>Excellent problem-solving skills with the ability to negotiate effectively and reach swift conclusions in the best interests of the Trust and employees whilst mitigating any associated risks.</p> <p>Able to work on own initiative within school policy and procedure.</p> <p>Able to converse with ease with members of the public and provide effective help or advice in accurate and fluent spoken English</p>	<p>1,2,5</p> <p>1,2</p> <p>1,2</p> <p>1,2</p> <p>1,2,5</p> <p>1,2</p> <p>1,2</p> <p>1,2,5</p>		

Equality Issues	Able to identify when discrimination is taking place in service delivery or in the workplace and to take appropriate action where this is identified.	1,2		
Education and Training	Good educational background including GCSE or equivalent in English.	1,2		
	Relevant degree level/post graduate / sector-based qualification.	1,2		
	Willing to undertake training and professional development activities.	1,2		
Other	Willingness to adjust working arrangements to meet day to day service demands.	1,2		
	Travel is a requirement of this post. A driving licence and access to a car is a requirement. Business travel must be included on car insurance	1,2		

(1 = Application Form 2 = Interview 3 = Test 4 = Proof of Qualification 5 = Practical Exercise)

We will consider any reasonable adjustments under the terms of the Equality Act (2010) to enable an applicant with a disability (as defined under the Act) to meet the requirements of the post.

The Job-holder will ensure Chiltern Learning Trusts policies are reflected in all aspects of his/her work, in particular those relating to;

- I. Equal Opportunities
- II. Health and Safety
- III. General Data Protection Regulations (2018).

In addition to candidates' ability to perform the duties of the post, the interview will also explore issues relating to safeguarding and promoting the welfare of children including:

- Motivation to work with children and young people;
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people;
- Emotional resilience in working with challenging behaviours; and, attitudes to use of authority and maintaining discipline.

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