



Meridian
Trust

Meridian Trust



Recruitment Pack



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Welcome from our CEO, Mark Woods



Thank you for your interest in joining the Meridian Trust family.

The success and growth of our Trust has been based on remaining focused on some critical principles:

- Every child is known, equally valued and supported to achieve their potential in all our academies. Every community we serve benefits from the facilities and services we provide.
- Our staff benefit from strong networks, excellent career opportunities and a

human approach where they are equally valued and supported.

- We ensure that well-run schools retain and develop their distinct contextual identity, while sharing and contributing to our common values, practices, curriculum approaches and operational systems

Since 2011, thanks to the fantastic work of our staff, our Trust has grown from 1 to 30 academies whilst retaining our focus on working within an area that enables easy movement between our schools. From first developing an application in 2007 to open schools in the new town of Northstowe, we have been committed to the vision of being an all-through and all-inclusive Trust. Our Trust currently consists of 14 primary schools, 13 secondary schools and 3 special schools. We are also currently developing 3 free school projects within our region.

Meridian also plays a key role in the wider development of education in the region. We are the home to the Cambridge and Peterborough Teaching School Hub and operate a vibrant Initial Teaching Training provider that trains upwards of 100 teachers annually. In addition, our commitment to the local community as an extension of our village college ethos means that we host a range of activity in our schools, including providing leisure and educational opportunities.





If being part of a dynamic, compassionate and dedicated group who believe we can really improve young people's life chances and opportunities by working together appeals to you, we very much look forward to receiving your application.



Valuing People



High Quality
Learning
Environment



Pursuit of
Excellence



Extending the
Boundaries of
Learning



Achievement
for all

A Brief History

Meridian Trust, formerly known as Cambridge Meridian Academies Trust (CMAT), is a values-led Trust and has risen to be one of the highest performing academy groups in the country. Our Trust was first formed as an educational trust to create a federation of schools in 2006 with a desire to provide high quality and dynamic education for everyone, right in the heart of our community. Through various government policies, our commitment to collaboration has remained consistent.

Meridian Trust was formed in 2011 to deliver more widely on that clear vision to provide high quality and dynamic education for all at the heart of the communities we serve. Our steady growth since then reflects our commitment to the communities we serve and our track record of success. The period since 2018 has seen an increase in speed of growth as many long term projects matured and our relationship with Sharnbrook Academy Federation emerged.

We are currently a family of 30 academies (including 14 primary, 3 special and 13 secondary schools). The secondary schools include a University Technology College, an Upper School, four 11-16 schools and six 11-18 schools. We also have 2 new secondary free schools in development. All within 20 miles of Cambridge and Peterborough and the main communication routes between. We merged with Cambridge Primary Education Trust to become the Meridian Trust in April 2022. In addition to operating schools, we

are the home of the Cambridgeshire and Peterborough Teaching School Hub, and train more than 150 new teachers each year through Meridian Trust ITT. We retain a strong commitment to growing and supporting staff throughout their training and career development. We have a proven track record of school improvement and transforming the lives of children and young people over the last 10 years.

Students thrive in Meridian Trust academies as a result of the implementation of our values, our successful and proven systems and our commitment to valuing people. We are among the highest performing multi-academy trusts in the country for student progress. Our academies are well-run and our staff benefit from excellent access to professional development.

Our commitment to the education system goes beyond just our own academies. We operate 'The Cambridge Partnership', one of the largest initial teacher training providers in the country which has recently merged with the SAF ITT, and 'Leadership East' these further strengthen our capacity and commitment to professional development. We also provide support through various SLAs to a number of other trusts and academies.



As a strong, regional multi-academy trust we currently operate schools across Bedfordshire, Cambridgeshire, Lincolnshire, Peterborough, and Northamptonshire. We are proud to have strong partnerships within all these communities.



Trust Vision, Mission and Values

Our values and who we are:

Meridian Trust is a successful multi-academy trust founded on its commitment to people and communities.

Our proven approach over more than a decade has elevated us to a respected and admired academy trust, a national leader in education and a source of great pride to the communities we serve.

Every child is known, equally valued and supported to achieve their potential in all our academies. Every community we serve benefits from the facilities and services we provide.

Our staff benefit from strong networks, excellent career opportunities and a human approach where they are equally valued and supported.

We ensure that well-run schools retain and develop their distinct contextual identity, while sharing and contributing to Meridian Trust values, practices, curriculum approaches and operational systems.

Our Vision:

High-quality educational provision for all at the heart of local communities.

Our Mission:

To deliver, promote and inspire high quality educational provision in schools at the heart of their local communities so that:

- Young people become successful learners and confident, empowered individuals;
- Young people are encouraged to think for themselves and act for others, equipping them with the values, attributes, knowledge and skills to make a rewarding contribution to society;
- Every school is a hub for community activities, a centre for extended services and a source of immense pride for students, their families, and other local stakeholders;
- Our staff benefit from strong networks, excellent career opportunities and a human approach where they are equally valued and supported;
- Well-run schools retain and develop their distinct contextual identity while sharing and contributing to the Meridian Trust values, practices, curriculum approaches and operational systems.



The enactment of our values for staff:



Engaged, developed, supported, and consulted.



Experts who strive for continual development. Collaborative networks, trusted to deliver.



Set ambitious goals and model what success looks like. Eager to improve.



Make connections, provide opportunities. Generous and sharing of knowledge and expertise.



Are accountable for the outcomes we contribute towards and strive for the very best.

Why work for us

Meridian Trust aims to be the employer of choice for the communities we serve. Since 2010 we have nurtured and developed the careers of many people. You can read about some of those journeys in the 'Meridian Trust People' section of this website. We are committed to making a difference to young people's lives and the communities we serve. Help us make our mission a reality.

Benefits:

As a multi-academy trust of 30 schools, Meridian Trust can provide a wide network of opportunities for collaboration and career development for both teaching and support

staff. With an initial teaching training facility and a teaching hub network within our Trust, there are ample opportunities to both, get into teaching, and develop within the profession.

- As well as the above we also offer:
- Unlimited access to CPD via Meridian Learning
- Free annual eye tests
- Access to a free Employee Assistance Programme, offering mental health and wellbeing support
- Unlimited value cycle to work



scheme

To see the full range of benefits available, please visit [Employee Benefits - Meridian Trust](#)

How to apply

To apply please complete the online form on MyNewTerm . Your supporting statement should address and evidence the selection criteria detailed in the Person Specification.

Closing Date: 07 Jan 2025.

Interviews will be arranged on an individual basis with candidates of interest.

Applying:

For any questions about the application process please contact:

Email: recruitment@meridiantrust.co.uk

Meridian Trust is committed to safeguarding and promoting the welfare of children. All appointments will be subject to satisfactory pre-employment checks including enhanced DBS disclosure. We are committed to diversity &

inclusion and equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, race, religion or belief and marriage and civil partnerships. Meridian Trust is committed to safer recruitment practice and pre-employment checks will be undertaken before any appointment is confirmed. This post is subject to an enhanced disclosure and barring service check. We expect all adults who work for the Trust to share our commitment to safeguarding and the health and wellbeing of our students

JOB DESCRIPTION AND PERSON SPECIFICATION

Job title:	Marketing and Communications Manager
JD reference:	Core ADM 08
School/Academy:	Core Trust
Weeks:	52
Hours of work:	37
Salary:	Meridian Trust Directorate Bands D1-D2. Points L1-L10.
Responsible to:	Director of HR

Role:	The development and implementation of effective internal and external marketing and communications across our academies and the Trust.
Purpose of job:	To deliver brand management and communications for the Trust.

Responsibilities and accountabilities:

- Be the specific strategic lead for the development, implementation and review of:
 - reputation and brand management
 - communication of policies and plans
 - media relations (including social media)
 - internal communications



- stakeholder relations
 - marketing and campaigns
 - content curation
 - web and content communication
 - publications
 - event management
 - print and design management
- Lead and manage the communications activity of the Trust, including individual organisational communications, crisis communications and wider co-ordinated communications.
 - Create, develop, commission and curate marketing content, as appropriate, including images, video, copy, newsletters and collateral.
 - Advise the Trust Executive Board, Directorate and Academy Senior Management Teams on marketing, reputation and brand activities, providing vision and sound professional and technical direction.
 - Promote Meridian Trust's vision for education through the creation of co-ordinated external and internal communication strategies and campaigns.
 - Build strong partnerships and relationships across the organisation and within the regions/communities we serve.
 - Actively engage, communicate and influence local, regional and national opinion formers and stakeholders.
 - Develop co-ordinated consultation and engagement activities and programmes, both internally and externally.
 - Consistently review practice to ensure the delivery of best value for money in communications.
 - Set the highest professional standards for all communication activity and to continually improve practice through leadership, engagement and training.
 - Be actively engaged in the development of policy throughout the Trust.
 - Manage third party provider relationships with a range of agencies.

Position in the core trust/school:

The Marketing and Communications Manager role sits in the core Trust Team. The role holder will work across all of our academies, working to establish themselves as the expert who school leaders will go to for expert advice and support for all marketing and communications activities.

They will be directly line managed by the Trust HR Director, with close links to a lead member of the Executive Board, who will provide a bridge to their direct work with school leaders.

In time we anticipate they will line manage a team within the Trust directly but the role holder will be expected to develop and build a cross-Trust Community of Practice of colleagues with responsibility for marketing and communications at their place of work.

Support for school/academy/place of work:

- Participation in staff events by arrangement.
- Attend HR team meetings.
- Contribute and participate in Trust events and activities where possible.
- Develop and maintain effective working relationships with colleagues at all levels with the Trust.
- Adhere to the Trust values.
- Follow school policies, practices and procedures.

Data security:

- Act in accordance with legal provisions regulating confidentiality and security of data and information in accordance with GDPR regulations.

Health and safety:

- Be aware of the responsibility for personal health, safety and welfare and that of others who may be affected by your actions or inactions.
- Co-operate with the Trust on all issues to do with health, safety & welfare.
- To work/operate all equipment within appropriate legal regulations, including risk assessments.
- Physically able to undertake manual work and to perform tasks set out in this job description.
- Contribute to the maintenance of a safe and healthy working environment.

Continuing professional development:

- In conjunction with their line manager, take responsibility for personal professional development, keeping up to date with research and developments related to school/academy/place of work efficiency, which may lead to improvements in the day-to-day running of the Trust.
- Undertake any necessary and identified professional development, taking full advantage of any relevant training and development available, particularly when related to the use of ICT, for data management and record keeping.
- Maintain a professional portfolio of evidence to support the Performance Management process - evaluating and improving own practice.

Child protection and safeguarding

- The role holder will have a shared responsibility for the safeguarding of all children and young people. The post holder also has an implicit duty to promote the welfare of all children and young people.
- To inform the Child Protection Officer of any issues relating to the safety and well-being of students.

The role holder will undertake any other duties commensurate with the grade of the role, in consultation with their line manager.

This job description is subject to review and may be changed following consultation with the role holder. It is not a comprehensive statement of procedures and tasks, but sets out the main expectations of the Trust in relation to the role holder's professional responsibilities and duties.

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

All staff will be subject to an enhanced check with the Disclosure & Barring Service.

Updated: December 2024

Person Specification

Assessment key:
A = Application form
I = Interview

Education and qualifications		Essential	Desirable	Assessment
1	Good educational background including GCSE Grade 4 or above (or equivalent) in English and Maths.	✓		A
2	Relevant degree level/post graduate qualification.	✓		A
3	Evidence of continuing personal and professional development.	✓		A
Experience		Essential	Desirable	Assessment
4	Experience of working in, or understanding of, the English school sector and the wider education sector.		✓	A/I
5	Experience/confidence in writing/drafting/editing copy for internal use and for websites and publications.	✓		A/I
6	Experience in creating and managing a communications plan and delivering on the activities within that plan.	✓		A/I
7	Experience of website updating and management of social media platforms.	✓		A/I
8	Experience maintaining relationships/partnerships with a range of stakeholders.	✓		A/I
9	Experience of managing the production of resources/collateral - both digital and physical.	✓		A/I
10	Experience of creating and curating visual content aligned to communications objectives.	✓		A/I
11	Experience of line management and team or function management.		✓	A/I
12	Experience of working with internal engagement practices and strategies	✓		A/I



Knowledge and understanding		Essential	Desirable	Assessment
13	Understanding of the importance of professional confidentiality	✓		I
14	Awareness of child protection issues.	✓		I
Skills and abilities		Essential	Desirable	Assessment
15	Ability to absorb and learn information quickly and effectively	✓		I
16	Competent in the full range of software packages in the Microsoft Office suite.	✓		A/I
17	Excellent interpersonal skills to effectively influence those at a senior level and the ability to gain respect and confidence of staff at all levels.	✓		I
18	Excellent written communication skills including the ability to copyedit and proofread with the requisite attention to detail.	✓		A/I
19	Ability to understand complex, strategic or technical information, and to communicate it in Plain English for a targeted audience.	✓		I
20	Ability to understand and craft the voice of the Trust as well as individual schools and academies.	✓		I
21	Excellent problem-solving skills, with the ability to negotiate effectively and reach swift conclusions in the best interests of the Trust and its employees, whilst mitigating any associated risks.	✓		I
22	Ability to analyse situations and exercise independent judgement.	✓		I
23	People or team management skills		✓	I
24	Ability to motivate team members and take responsibility for the performance of a team or function	✓		I



25	The ability to communicate clearly and confidently with a range of people, on the phone and face-to-face.	✓		I
26	Ability to work effectively under pressure and to be flexible in order to ensure service levels and deadlines are met.	✓		I
27	Strong personal organisation skills.	✓		I
Personal Qualities		Essential	Desirable	Assessment
28	Positive and enthusiastic approach towards work.	✓		I
29	Ability to act on own initiative.	✓		I
30	Professional approach when dealing with issues and staff.	✓		I
31	Demonstrates a commitment to continuing professional development.	✓		A/I
32	Resilient in challenging situations which may require diplomatic solutions.	✓		I
Child Protection		Essential	Desirable	Assessment
33	Willingness to support the Trust policies on safeguarding and child protection.	✓		A/I
Other		Essential	Desirable	Assessment
34	Flexibility of working hours.	✓		A/I
35	Hold a full UK driving licence, with business travel included on car insurance, as travel is a requirement of this post.	✓		A/I