

Applicant Pack



Trust Marketing &
Content Creative Officer

www.pinnaclelearningtrust.org.uk



Welcome from the HR Central Services Team

We are delighted you have expressed interest in a vacancy with The Pinnacle Learning Trust. Should you have any questions over the position or the application form, please contact the Human Resources Department for assistance on 0161 287 8001.

All completed applications must be returned by 12 noon on the closing date on the advert.

We cannot accept information held on CV's and therefore your application and accompanying statement must show all information about yourself and how you meet our requirements, using the job description and person specification will assist you with this. Please provide a day-time contact number on your application form.

You should remember to include information on all your previous employment roles and qualifications gained from secondary school onwards, covering any gaps in employment which are longer than 2 months, detailing what you were doing and how you were supported.

Teaching staff roles only are requested to provide results from the last three academic years within the application process.

In the meantime, may we take this opportunity to thank you for your interest in working with us and we look forward to receiving your completed application.

Best regards,
HR Central Services

*If you require this or any of the documents in an alternate format please contact a member of the Human Resources Department.



The Marketing Team

This is an exciting opportunity to join our growing Trust as we expand our central services team, enabling us to continue to provide high quality services to all of our family of academies, to enhance the experience of all students and staff across our Trust.

We are looking for an enthusiastic individual who will work with our Marketing Team on a wide range of promotional design projects, and related social media channels, ensuring design and branding is on par with Trust standards. Supporting the development, creation and design of the Trust's web presence, digital promotions and communications.

The role will be based at Oldham Sixth Form College but could involve some travel to our other sites The Hathershaw College, Werneth Primary School Broadfield Primary School and Alexandra Park Junior School.

The Marketing Team aims to establish The Pinnacle Learning Trust and its academies as the natural first choice for staff and students of all ages. Supporting the development and effective implementation of the Trust marketing and promotional strategies both at Trust and academy levels. You will be an integral member of the Trust marketing team, with a particular focus on photography and video editing, graphic design, maintaining and developing the social media calendar and marketing materials of the Trust.

The Marketing Team's main focus is upon:

- Design and create materials - Prospectuses, leaflets, templates, banners and beyond!
- Share positive news stories and draft press releases - What has gone well in our academies, a new student award, a special visitor, a brilliant result
- Post and interact with our communities online - share posts, send updates, make TikToks
- Update and manage our website - page changes, key information, looks, interaction and hosting documents
- Capture all our amazing stories - via video, audio and photo
- Create marketing plans and strategies to ensure we are reaching our key audiences with the right messages and are raising our profile.



Job Description & Person Specification

Trust Marketing and Content Creative Officer

Main Purpose of the post

To work as a key member of the Trust Marketing team to raise the profile of the Trust, its academies and its various offers (e.g. professional development, community links, etc.) both internally and externally. To be responsible for the development, capture, creation and design of the Trust's digital, physical and information based promotional materials.

Working with the Marketing Team on a wide range of promotional design projects, and related social media channels, ensuring design and branding is on par with Trust standards. Taking the lead on select projects, developing, creating and designing content to drive the Trust's online presence, digital promotions and communications.

Main Duties and Responsibilities

Officer Responsibilities:

- Deputise for the Trust Senior Marketing Officer, in the first instance, as required.
- Embed a culture of high performance and service excellence.
- Provide positive and supportive team leadership (as appropriate) and effective communication.
- Regularly support the review and update policies, procedures and processes to meet Trust needs.
- Share good practice and take a lead on relevant initiatives.
- Work independently with minimal supervision.

Specific responsibilities:

- Work with the Marketing Manager to develop marketing and communication plans.
- Be familiar and confident with technological change and innovation and to ensure relevant Trust platforms, particularly websites and social media, are updated accordingly.

Photography, Media and Design

- Video editing and image editing, using the appropriate Adobe app within the Creative Cloud suite, to enhance what has already been captured
- Liaise with assigned areas of the Trust and its academies to ensure as many aspects of the Trust's success are captured and shared.
- Design and develop booklets, resources and materials using graphic design based skills
- Support on the capturing and provision of high-quality photography and videography for use in key internal and external publications, websites and social media. Have a good understanding of using the correct lenses, lighting and audio
- Support on the provision of a photography and video recording service across the Trust and create video and photography output for a variety of purposes, for example, promotional materials for websites and showcases such as prize presentation events.

Websites

- Create and design content for Trust and academy websites, social media, email campaigns, press releases and other marketing materials as required to promote the Trust, academies and their activities.
- Review content on all websites, in line with Trust and academies visions, values and brand representation
- Be responsible for the production and upload of content, imagery and materials for use on academy website pages and the Trust's overall digital presence. Have creative input to ensure these are attractive, relevant, up to date, and consistent with Trust and academy brands.
- Be familiar with basic website content creation and design. An understanding of website cms platforms or a willingness to learn website management and population

Social Media

- Take responsibility for monitoring and updating social media content, liaising with relevant staff for relevant content when needed. Monitor and report on website use and visits and the impact this has on digital marketing strategies
- Review Trust social platforms, posts and paid promotions; make recommendations and give advice about what has worked, what has not and what can be replicated
- Support and develop academy and Trust staff with content engagement, offering training and support as needed. Encourage colleagues to provide support for the Trust and/or their academy

Events and Trust/Academy Cycles

- Work with the Marketing team to develop and coordinate campaigns to maximise engagement with, and recruitment to the Trust's academies (Staff and Students)
- Assist the Marketing team in developing innovative and new ways in which to communicate with students
- Attendance at and support with the organisation of key events including Open events, results days, events for parents, etc. (This may involve some evening and weekend work on occasions)

Additional Duties

- Maintain contact and relationships with suppliers e.g. consultants, video producers, photographers to be able to recommend options for academies' media requirements
- Provide backup support for the curriculum and cross college events by providing technical support to staff and students, in the event of IT team absence.

Requirements of all Trust Staff:

- To promote and uphold the Trust Mission Statement, values and strategic aims and objectives.
- To comply with the Trust's policies and procedures, including those relating to health and safety, safeguarding, welfare and security.
- To work positively and inclusively with colleagues, students, parents and other partners regardless of their gender, ethnicity, sexuality, age or disability.
- To attend briefings and staff meetings as required.
- To participate in the Trust's Performance Management Review scheme and undertake professional development and training as required.
- To be a positive role model and take responsibility for promoting good standards of behaviour and conduct in students.
- To undertake other duties that are in accordance with the purpose and grade of the post as agreed with the Executive Principal, Principal, or designated alternate.

	Essential	Desirable	Method of Assessment
Experience			
Experience with audio/visual equipment such as DSLR and video cameras	✓		Application/Interview
Experience leading photoshoots and guiding subjects to get the right images/video for purpose		✓	Application/Interview
Experience of working with young people.		✓	Application/Interview
Knowledge of current careers/progression information (including both 16-19 and Higher Education).		✓	Application/Interview
Experience of using a website content management system (CMS)		✓	Application/Interview
Experience of using various digital marketing platforms, e.g. Hootsuite for social media, Mailchimp for e-mails.		✓	Application/Interview
Experience of creating visual art and content for marketing/promotion purposes.		✓	Application/Interview
Experience of organising large events		✓	Application/Interview
Skills and Knowledge			
Excellent IT skills with experience in the use of Microsoft Office.	✓		Application/Interview
A basic, functional ,understanding of website maintenance (via wordpress or a custom cms)	✓		
Excellent customer service skills.	✓		Application/interview
Excellent organisational skills.	✓		Application/Interview
Well-developed written and oral skills and ability to communicate effectively with individuals and groups of students.	✓		Application/Interview
Understanding of marketing concepts		✓	Application/Interview
Proficiency in the use of graphic design programs like Photoshop, Premier Pro, Illustrator, and InDesign.		✓	Application/Interview

	Essential	Desirable	Method of Assessment
Education and Qualifications			
Good Standard of Education.	✓		Application
Minimum Level 2 qualification in numeracy and literacy (i.e. GCSE Maths and English at grade C or above) or able to demonstrate level of ability.	✓		Application
Car owner and holds a clean, full driving licence.	✓		Application
Attitude and Personal Qualities			
Creative, curious and innovative, you will be proactive in exploring new ways of promoting and marketing the college, with the confidence to suggest departmental improvements.	✓		Application/Interview/References
Ability to work quickly whilst maintaining excellent accuracy and close attention to detail.	✓		Application/Interview/References
Ability to work independently and as part of a team.	✓		Application/Interview/References
Excellent interpersonal skills and ability to establish and maintain rapport and good working relationships with others.	✓		Application/Interview/References
Ability to multi-task, balance competing priorities, work under pressure and meet deadlines.	✓		Application/Interview/References
Patience and ability to remain calm in a demanding environment with multiple priorities.	✓		Application/Interview/References
Confidence in your abilities to deal with problems as they arise in a professional manner.	✓		Application/Interview/References
Willingness to undergo further training and development to enhance your marketing skills and knowledge.	✓		Application/Interview/References
Suitability to work with children.	✓		Enhanced DBS clearance/References
Commitment to equality of opportunity and anti-discriminatory practice.	✓		Application/Interview
Sensitivity to community issues.	✓		Application/Interview
An enthusiastic and flexible approach to working routines and practices.	✓		Application/Interview/References
Empathy with the 16-19-year age group and the provision of a quality service for young people.	✓		Application/Interview

How To Apply

To apply, please click [here](#).

Additional Reasons to Join Us:

- Automatic enrolment into a Pension Scheme
- Cycle to work schemes available
- Various health and wellbeing benefits (including on site gym membership at Oldham Sixth Form College and The Hathershaw College)
- Free on-site parking
- Excellent opportunities for CPD and career development
- Please see our Join The Pinnacle Learning Trust Booklet for more reasons to work for the Pinnacle Learning Trust.

Commitment to Safeguarding

The Pinnacle Learning Trust is committed to safeguarding and protecting the welfare of children and young people and expects all staff, governors and volunteers to share this commitment. Applicants must be willing to undergo pre-employment checks. 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 (DBS) check. The Pinnacle Learning Trust is an Equal Opportunities Employer and welcomes applications from underrepresented groups and ethnic minorities.

“Educational organisations can often have a culture that is somewhat bureaucratic and punitive, but our trust isn’t like that. We have a human side, which we show in abundance, and we really support each other. Things like behaviour management, for example, are a team effort - no-one is just left on their own.”

Rebekah Sutcliffe, Trustee and former senior police officer and director in local government

PROUD
TO BE
PART OF



**To find out
more or to
apply:**

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