

# The Calder Learning Trust



**“Everybody, Everyday”  
“Care, Courage, Commitment”**

**This school is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. An enhanced DBS check is required for all successful applicants.**

**Post Title:** Communications and Marketing Officer

We are looking for a member of staff who possess the skills and experience to become our new Communications and Marketing Manager and ensure the vision and mission statement of The Calder Learning Trust reaches our key audience and stakeholders.

This is an exciting time to join The Calder Learning Trust as we are building our new operations team as we grow as an organisation. Successful applicant will play a key role in supporting the development and delivery of a new communications, marketing and digital strategy.

**Purpose:**

- To provide support in the implementation of marketing, public relations and communications strategy The Calder Learning Trust.
- To ensure that website/(s) are up to date with relevant and purposeful information.
- To maintain social media accounts and the sharing of information to support the marketing and communication strategy.

**Responsible to:**

Senior Leadership Team

**Liaising with:**

SLT Team, Heads of Faculty, Parents, Partner Primary Schools, members of the local community and other linked stakeholders/organisations.

**Working Time:**

Term Time plus 10 days.

**Start Date:**

As soon as possible

**Salary/Grade:**

Scale 5- pt 12-17

**Disclosure level:** Enhanced

**Qualifications, Skills and Experience**

**Essential:**

- A minimum of 5 GCSES (grade A-C), or equivalent, including English and Maths.
- Excellent IT skill with experience of using a range of IT packages including software designed to support marketing and design.
- Experience of working within a similar role where you have supported the external marketing of an organisation.
- Creative and innovative approach to presenting information across different formats and channels, for a range of audiences.
- Digital communication and marketing, including editing and creating online content, including website and social media.
- Experience of developing and delivering a communications plan.
- Experience of creating graphics and other visual assets to agreed trust vision and values.
- Using data and evidence in communications.
- Knowledge of administration systems and general office procedures.
- Ability to communicate effectively to a range of audiences (internal and external).
- Customer service skills, in person at events and over the telephone.
- Excellent attention to detail and accuracy.
- Able to organise, plan and complete tasks to meet deadlines.
- Ability to carry out thorough research to keep up-to-date with communications opportunities.
- Able to work on own initiative with little supervision.
- Work as an effective team member and apply given instructions.
- Excellent writing and editorial skills.
- The ability to communicate clearly, professional and with sensitivity to a range of audiences.
- Able to apply written and verbal instructions.
- Able to organise, plan and complete tasks.
- Seek support and advice when necessary.

**Desirable:**

- Marketing qualification.
- Knowledge of email service providers to design, create and send newsletter emails.
- Using video and photo editing software and tools to support the production of content for a variety of uses.
- Knowledge and understanding of schools based specific GDPR compliance procedures and DfE statutory publications.
- Experience if planning and setting up onsite events.

**Personal Qualities and Attributes**

- Adaptability to changing circumstances/new ideas.
- Reliability and commitment to stick rigidly to deadlines.
- Ability to plan, prioritise and meet multiple deadlines.
- Organised, methodical and excellent attention to detail.
- Flexibility to support different teams.
- Flexibility in working hours to support external events (notice will be given).
- Will seek support and advice when necessary.

***Main Duties:***

- To work in collaboration with senior leadership team to implement a marketing, public relations and communications strategy.
- Project and promote trust values, through considered language, inclusivity and equality in all communications and publications.
- To be an active part of embedding new processes and strategy into the working practises and systems of the organisation, and support colleagues to implement it.
- To ensure the Trust website is regularly updated, compliant and fit for purpose, whilst being engaging and suitable for all stakeholders.
- To maintain social media accounts for the Trust, ensuring that information is shared in an appropriate and professional manner to support marketing campaigns.
- To plan, design and schedule and evaluate digital content including social media to drive engagement and increase audience reach.
- To assist in the design, creation and production of professional marketing materials.
- To support in the planning and delivery of marketing events and exhibitions.
- Plan, develop and promote fundraising activity trust wide.
- To maintain communication with clients and service providers as needed to provide marketing materials and answer queries and questions.
- To conduct market research where required, and support in the analysis of data.
- To produce accurate and appropriate copy for a range of online and offline communications.
- Play a proactive part in developing and maintain the organisations evidence and resource base.
- Carry out a range of information gathering activities as required, including online research.
- Undertake any other duties as may reasonably be required as per the Headteacher's directive.

***Other Specific Duties:***

- All staff are expected to demonstrate consistently high standards of personal and professional conduct and maintain high standards of ethics and behaviour, within and outside school.
- Treat all students within the Trust with dignity, observe proper boundaries and understand that every adult in the Trust has a responsibility to safeguard children and young people.
- To continue personal professional development as required
- Attend staff and other meetings and participate in staff training and development events as required
- All support staff may be used to perform appropriate duties as and when required by the Trust, commensurate with the salary grade of that post if it is higher than the employee's current salary
- To work in the best interests of the Trust, students, parents and staff
- To adhere to policies and procedures with particular reference to Child Protection, Equal Opportunities, Teaching and Learning and Health and Safety
- To work flexibly, including some evening work, and to travel, as required, to meet the needs of the role
- To work at locations across the academy Trust, as required.

***Please note:***

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any

reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

This job description is current at the date shown, but, in consultation with you, may be changed to reflect or anticipate changes in the job commensurate with the grade and job title.

### **Further Information:**

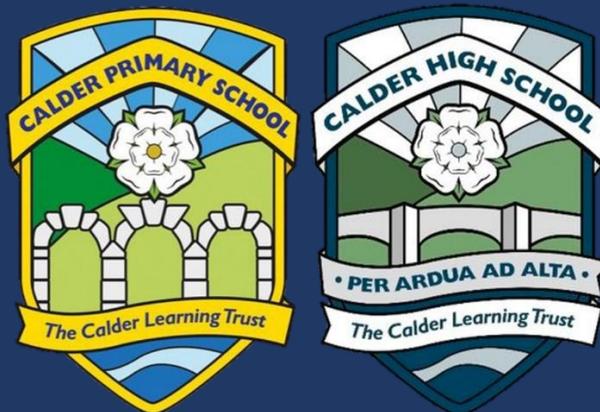
**Closing date for applications:** Monday 17 October 9.00am

**Interviews:** Week commencing 17 October

If you have any questions about the above information or about The Calder Learning Trust, please contact **Jane Mason**, PA to the Headteacher.

☎ 01422 889901

✉ [jmason@calderlearningtrust.com](mailto:jmason@calderlearningtrust.com)



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