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Academies Trust

## **Hub Communications & Marketing Manager**

**Salary range: £25,550 - £29,500**

**Permanent**

**Location:** Hub regional office at Connell Co-op College with (regular) travel to all secondary, primary and special schools in the hub in addition to meetings at 1 Angel Square, Manchester

**Reports to: Head of Brand and Engagement**

### **Purpose**

To coordinate, support and improve communications and marketing at the Trust's secondary and special academies in the Greater Manchester hub to ensure that our academies can effectively engage with a range of stakeholders.

To help deliver the Trust's Strategic Plan through engagement. Whilst supporting the central team with communications and marketing, both internal and external. This includes recruitment, social media and website support. Creating resources and assets for use by both the central team and Trust academies and developing a roadmap and guidelines for academies to improve their engagement.

### **Job Description: duties and responsibilities**

The Communications & Marketing Manager will be required to undertake the tasks outlined below, under the direction of the Trust's Chief Education Officer for the hub and the Trust's Head of Brand and Engagement. In addition, they will coordinate the communications and marketing activities in the hub.

### ***Website and Online Media***

- Maintain, review and support the academies to update content for the websites in Greater Manchester with clear, engaging and accessible material that is consistent with the Trust's communication and marketing messages, targeted appropriately to stakeholder groups
- Train and support new academies in the region who are joining the Trust's website platform
- Lead on the website strategy and content flow for academies in the region
- Monitor all academy websites to ensure they meet statutory requirements and alert the hub's Chief Education Officer and the academy head teacher/principal to any omissions
- Provide support to senior leadership teams who want to improve engagement
- Support the management of social media and all digital engagement channels for all academies in the region, providing training for academy based staff.
- Effective use and expansion of social media as a means of engagement
- Develop other aspects of the school's online marketing, including recruitment of staff where appropriate and keep abreast of and capitalize on digital initiatives.
- Update the Trust's central website when required

### ***Copywriting***

- Develop, collate and edit creative, well-written material (and edit copy written by others) for a variety of media such as the website, newsletters, press articles and advertisements and to develop this using the full range of available media for both academies and the central Trust

### ***Brand***

- To be the point of contact for all things relating to the Trust's brand and identity
- Support schools in using the Trust's 'tone of voice'
- Champion and protect Co-op Academies brand and leverage it to achieve maximum exposure and advocacy for the organisation

### ***Advertising, Directories and PR***

- Ensure effective press coverage, including identifying opportunities for stories and events, obtaining feedback about such events from those who have been responsible for them, preparation of press releases, regular liaison with local and national press, and coordination of copy production for marketing supplements, etc.
- Ensure the school's entry in online and printed directories is up-to-date and accurate
- Help manage the booking of advertisements for local press and magazines and evaluate response
- Maintain a record of press releases and adverts
- Engage effectively with other trust staff responsible for communication as well as those supporting the academies with the Co-op Group, the Trust's sponsor
- Arrange and manage PR and press visit events to academies in the region

### ***Visual Imagery***

- Photograph key events in the academies and liaise with pupils and staff to gather the relevant details for the website, school newsletters, press releases and other promotional material

- Maintain and manage a well-catalogued photographic library, for promotional use in whatever form
- Produce photos to sizes and formats as required
- Develop the use of the video to promote the school online

### ***Design***

- Assist with designing (and editing) the various school publications, obtaining the materials needed from the staff responsible to ensure that a complete record of activities is covered
- Assist with the production of other publications such as the school prospectus
- Assist with promotional materials such as advertisements, flyers and newsletters for external audiences, including events such as Open Days
- Create publicity material for internal events such as drama and music programmes
- Liaise with external printers to manage the production process and ensure that material is produced on time and to a high quality

### ***Other Responsibilities***

- Work with the Co-op Coordinators to engage academies with co-operative values and other strategic objectives.
- Assist with any market research undertaken (including pupil/parent/staff satisfaction surveys)
- Assist in planning, implementing and evaluation of other marketing initiatives and contribute to the on-going process of developing the school's marketing strategy

### ***Hours of Work***

- A flexible attitude to working hours is necessary as the post holder will be sometimes be required to work outside normal working hours when the pressure of work necessitates it and for events such as open evenings or music, art and drama performances. The Communications & Marketing Manager will sometimes need to attend such events to photograph and document them for the website or a newsletter.
- Attend Co-op Academies Trust events, eg Governors Conference, New Staff Induction, Recognition events

*The Post Holder will assist with the identification of annual targets for her/him arising from the main accountabilities set out in this job description and they will constitute the priority responsibilities for the year ahead. In doing so, accountabilities will remain flexible so that the post can reflect the changing needs of the school.*

**This post is subject to an appropriate enhanced DBS check.**

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications and experience</b>	<p>Minimum educational qualifications to A Level or equivalent, and including maths &amp; English GCSE at grade C or above</p> <p>Experience of working in marketing and communications</p>	<p>Degree level education (or equivalent) in related field e.g. marketing</p> <p>Experience of working in an educational setting</p>
<b>Knowledge and skills</b>	<p>High level of numeracy and literacy skills</p> <p>High level of interpersonal and communications skills. Ability to work closely with staff, pupils, parents, press and others.</p> <p>Excellent writing skills, with the ability to adapt style to convey the relevant messages accurately and effectively.</p> <p>A high degree of organisational ability; there is a need to be versatile, to be good at working under pressure, to accurately prioritise tasks, and to be able to cope with competing and changing demands and deadlines.</p> <p>Excellent IT skills, and a willingness and aptitude to develop these, are essential. In particular knowledge of &amp; experience in the use of social media. Existing knowledge of Adobe Photoshop, Adobe In-Design (or similar).</p> <p>A sound knowledge of image, style and branding and a flair for a range of creative and effective design work, from adverts to posters, websites to newsletters and other internal and external printed publications.</p> <p>An understanding of trends in the communications market and the need to use this effectively with appropriate standards of style and branding.</p>	
<b>Qualities</b>	<p>Accuracy and excellent attention to detail. The desire and ability to take ownership of tasks and see them finished on time and to a high standard.</p>	

	<p>Ability to operate effectively as a member of a team and with minimum supervision. Be self-motivated and pro-active.</p> <p>Excellent attendance and time-keeping.</p> <p>An understanding of the nature and scope of equal opportunities.</p>	
<p><b>Commitment to . . .</b></p>	<p>An understanding of and empathy with the Trust's and each school's aims and values, together with a commitment to the school community, its purpose and future success.</p> <p>Co-operative values and principles</p> <p>Equal opportunities and social justice</p> <p>Safeguarding and protecting the welfare of children</p> <p>Ongoing professional development</p>	