



GREENSHAW
LEARNING TRUST



**STOKE
DAMEREL**

Community College



Marketing and Engagement Manager Recruitment Pack

**ALWAYS
LEARNING**

Introduction

Dear Candidate

Thank you for your interest in the post of Marketing and Engagement Manager at Stoke Damerel Community College.

Stoke Damerel Community College is a proud member of the Greenshaw Learning Trust, a 'family' of like-minded schools, that collaborate to provide mutual support, share their good practice and learn from each other, whilst retaining and developing our own distinctive character.

Stoke Damerel Community College is a successful, oversubscribed, and inclusive college at the heart of the local community. We are a vibrant and forward-thinking community of teachers, support staff and learners committed to educating the 'whole child' to improve life chances, whilst securing the best possible outcomes for students. We encourage all young people to work hard and make the most of the opportunities they are given. Our amazing team of teachers and support staff themselves demonstrate and encourage a lifelong love of learning, both within and beyond our curriculum.

Our website provides a clear picture of our aspirations and our vision; however, please do not hesitate to contact us to seek further information – Email info@sdcc.net or telephone 01752 556065. We very much look forward to receiving applications from candidates whose personal qualities, values and experiences support and reflect ours.

We are ambitious about diversity and inclusion and very much look forward to receiving applications from candidates whose personal qualities and values reflect those in the person specification and whose experiences also place them in a strong position to deliver the challenges set out in the job description. We encourage applications from candidates regardless of age, disability, gender identity, sexual orientation, pregnancy, marital status, religion, belief, or race.

Stoke Damerel Community College is committed to safeguarding and promoting the welfare of children and young people therefore this appointment will be subject to vetting, including an enhanced DBS check and uptake of references.



Miss A Frier
Principal

Greenshaw Learning Trust – About us

The Greenshaw Learning Trust is a successful multi academy trust that provides high quality comprehensive, non-selective and inclusive education. The Trust is committed to meeting the needs of every student and our schools offer a broad curriculum and wide range of special needs provision in a welcoming and challenging environment.

We are extremely proud of our success, but we are not complacent. We believe that we can – as an academy trust, as schools and as individuals – always improve.

Each school in the Greenshaw Learning Trust is led by its own leadership team and a local governing body, who have the support of the wider Trust to help them achieve their objectives for their school. Being part of the Trust provides our schools with an effective structure to ensure that they achieve real benefits from collaboration and receive the support that they need. Our culture of trust and openness fosters mutual support and continual improvement.

School-to-school collaboration is enabled by regular contact between school leaders and joint training and development, supplemented by a shared service team of specialist pedagogical and support service experts. Our shared services provide a wide range of effective, rapid and flexible support, advice and guidance to our schools, including curriculum support, staff training and development, admissions, attendance, behaviour, safeguarding and SEND, family liaison, therapies, data management, estates and facilities, finance, HR, catering, and governance.

From its establishment in 2014, the Trust has grown significantly and currently employs around 2,150 people and educates over 14,000 students. We have approval to open a new secondary school and secondary special school in South London and we are planning to grow further over the coming months and years.

The Greenshaw Learning Trust Mission Statement

We are ambitious for our schools and their students. We believe that there is no ceiling on what can be achieved by anyone, regardless of their circumstances or background.

We are committed to providing a supportive and inclusive learning environment, giving every young person the opportunity to fulfil their potential now, and in the future.

We seek to realise the power of individuals and organisations working together in collaboration whilst retaining their individuality, and we recognise that we can always improve.

Terms and Conditions

Line Managed by: Vice Principal (TBC)

Line Management: N/A

Contract: Permanent

Salary: Salary calculated in line with NJC Grade E
Pay scale, Points 15 - 20
Plymouth £23,541 – £25,991 fte, per annum

Actual Salary: £21,695 - £24,053 per annum

Hours of Work: 37 hours per week x 42 weeks per annum
(Term time, plus 5 INSET days, plus 3 weeks)

Medical Examination: The appointment is subject to a satisfactory medical report.

Superannuation: Under the Social Security Act 1986 the post holder has the right to make their own pension arrangements. They may choose to contribute to the Local Government Pension Scheme or a Personal Pension Scheme. Details of the Local Government Pension Scheme are available at: <https://www.lgpsmember.org/>

Holiday Entitlement: The annual holiday entitlement is 24 days, subject to the completion of six month's service. This will increase to 27 days on completion of five year's continuous Local Government Service. As this is not a full-time post, payment for holiday entitlement is inclusive within the salary. The post holder will receive the required holiday entitlement as paid weeks.

Probationary Period: New employees are required to complete a six-month probationary period.

Disclosure & Barring Service Check: This appointment is subject to the receipt of a satisfactory Disclosure and Barring Service check.

General: Conditions of service, including provision for holiday allowances, holiday pay, sick leave and sick pay allowances, will be in accordance with the award of the National Joint Council for Local Authorities, 'Administrative Professional, Technical and Clerical Services.

Place of Work: Based in Stoke Damerel Community College

Greenshaw Learning Trust Employee Benefits

The Greenshaw Learning Trust recognises that our employees are our most important asset, and we are aware that the quality and commitment of our employees is critical to our success. We offer all our employees the following staff benefits:

- A supportive ethos and concern for the well-being of all colleagues
- Excellent CPD opportunities and career progression
- Employer Contributions to Local Government Pension scheme
- Cycle to work scheme
- Gym membership scheme
- Employee Assistance Programme
- Eye care voucher scheme
- Childcare voucher scheme
- Car benefit scheme
- My Health discounts

Job Description and Key purpose of the role

To be responsible for all aspects of marketing across the College. Design, develop and implement a marketing strategy which raises the profile of the brand both internally and externally. To play an active, hands on role in delivery of the strategy and be comfortable working at strategic and operational levels as required.

Provide expert advice and guidance on developing the College brand and provide strategies to increase student numbers where required.

Main duties and responsibilities

- Develop and implement a coherent marketing strategy that supports the College in its vision and aims
- Oversee all aspects of the College's brand development to ensure it remains consistent with the Trusts vision and core principles and that the reputation of the Trust is elevated locally, regionally and nationally
- Develop and promote the use of the College and Trust brand guidelines and support in developing brand guidelines that align with the Trust's
- Promote good marketing practice across the College by supporting in developing positive stakeholder communications
- Work with the Trust and Headteacher to seek and create positive news opportunities around key times of the year including results days. Administer communications to celebrate these activities with parents, students, staff and our wider community through multiple channels
- Build and develop relationships with members of the shared services team across a range of specialisms
- Work with shared services specialists to develop a College wide recruitment brand
- Maintain the College website and monitor website compliance
- Develop creative marketing strategies to increase admission levels and support with implementation of marketing campaigns to achieve agreed objectives
- Design promotional material such as leaflets, videos, brochures and digital media in line with safeguarding protocols
- Produce literature e.g. newsletters, annual report etc. which actively promotes and supports the College vision and values
- Set up and manage the College image library including photography and multi-media presentations
- Work with third party providers to manage all aspects of print production
- Work with the Headteacher and specialist staff within GLT shared services team to manage any issues which might impact on the reputation of the College and deal with them in an intelligent, timely and effective manner
- Work with appropriate specialists within the GLT shared services team to build ongoing, strong relationships with local media outlets and prepare statements and responses to press enquiries which might be contentious in nature
- Create social media PR strategies and manage the College's social media platforms ensuring the activities within the academies are actively promoted

- Manage effective, high quality and successful marketing events such as celebrations, and conferences. Support with event management
- To raise the profile of the College events to attract influential education partners and businesses
- Support the marketing of College facilities, including lettings, to provide income generating opportunities
- Administer stakeholder communications for activities and projects
- Administer the College marketing budget and associated procurement.

These responsibilities may be varied from time to time to meet the changing needs of the college.

Trust Standards

- Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Trust's Code of Practice and its policies and procedures
- Work within the requirements of the Trust's Health and Safety policy, performance standards, safe systems of work and procedures
- Undertake all duties with due regard to the Trust's equalities policy and relevant legislation

Personal Development

Participate in a programme of CPD

Person Specification – Marketing and Engagement Manager

The successful candidate will meet the following person specification. Please note that the listed criteria will form the basis of the selection process. Applicants should address all elements of the Person Specification, demonstrating experience and where appropriate citing supporting examples within their application.

Criteria	Essential	Desirable
<p>Training, Qualifications and Experience: In their application, candidates will demonstrate that they have the following training, qualifications, and school experience:</p>		
	<ul style="list-style-type: none"> • Strong academic record, including English and Maths GCSE at Grade C or equivalent • Good numeracy and literacy skills • Good verbal and written communication skills • Working in a communications /marketing/design/ PR/event management environment • Evidence of producing high-quality written material with grammatical accuracy, attention to detail and mindful of the intended audience • Evidence of preparing and producing material for publication via a variety of media e.g. social media, adverts, webpages • Planning and organising resources • Experience of working within a busy environment and meeting tight and demanding deadlines • Experience of working with limited supervision and effectively determining when it is appropriate to change workload priorities • Understanding and experience of using social media to build profile and influence • Highly competent Microsoft office (Outlook, Word & Excel) user 	<ul style="list-style-type: none"> • Degree level qualification in a subject area complimentary to the role • Full working knowledge of relevant policies/codes of practice/legislation

Criteria	Essential	Desirable
<p>Personal and Professional Qualities and Attributes: In their statement of suitability and during the selection process, candidates will demonstrate the ability to:</p>		
	<ul style="list-style-type: none"> • Good interpersonal skills including; <ul style="list-style-type: none"> ✓ a welcoming, professional and approachable style ✓ the confidence to deal with complex situations appropriately ✓ the ability to build rapport quickly and influence effectively • Excellent planning and organisation skills. Able to prioritise and organise own day-to-day work in accordance with deadlines and agreed objectives • Strong communication skills, able to; <ul style="list-style-type: none"> ✓ quickly understand complex information and convey it confidently, appropriately and effectively to a variety of audiences. ✓ deal with internal and external contacts to high professional standards. ✓ build positive professional relationships with young people, parents and colleagues. ✓ be an effective ambassador for the College • Strong interest in design and great attention to detail. • Able to manage confidential information appropriately and with discretion • Resilient, able to respond well under pressure, remaining calm and seeking constructive solutions • Positive, confident and constructive in approach with high levels of enthusiasm and energy • Evidence of ability to use initiative and judgement to solve day-to-day issues and potentially complex problems with flexibility, timeliness and sensitivity • Flexible and adaptable in approach • Willingness to participate in ongoing training & development • Able to work effectively as a member of a team • Understanding of safeguarding issues and able to promote the welfare of children and young people. 	

The Recruitment Process

1. Application

To apply for a staff vacancy, please register for an online account to complete the application form. Please visit our website www.greenshawlearningtrust.co.uk/join-us/staff-vacancies.

The recruitment process is managed via your online account, and you will receive regular notifications regarding the progress of your application.

The completed online application form should be accompanied by a personal statement of suitability of no more than 2 sides of A4. In the application form and personal statement, you should demonstrate how you meet the requirements set out in the Person Specification. Please include specific examples which support your application.

Applications must be received no later than **midnight on Monday 31st January 2022**.

We reserve the right to close this vacancy early if a suitable candidate is found

2. Shortlisting

Shortlisted applicants will be invited by telephone or email to attend a formal interview process. Please make sure you have clearly indicated day and evening telephone numbers on which you can be reached. References will be taken up after shortlisting.

3. Interview Process

The interview date is TBC. Applicants may be asked to undertake a practical or observational task related to the knowledge and abilities in the Person Specification.

4. Feedback

Unsuccessful shortlisted applicants will have the opportunity for professional feedback during the week following the interviews.

5. Taking up post

The successful applicant will take up post as soon as possible.

6. Additional information

For further information, please contact the Plymouth HR team via email: hr@sdcc.net

7. Safeguarding

Greenshaw Learning Trust is committed to safeguarding and promoting the welfare of children and young people and expects staff and volunteers to share this commitment. The successful applicant will be subject to an Enhanced DBS and barred list check.