

THINKING
creative



THINKING
SCHOOLS
ACADEMY TRUST

Head of Communications and Marketing



Our Mission and Values

The Thinking Schools Academy Trust is a vibrant community of schools that has grown substantially as a leading multi-academy trust within the UK.

We have a strong educational approach and our schools share the same 'Thinking Schools' philosophy to education, embracing this philosophy at a personal and organisational level that is enabling our students to reach new heights to achieve their personal best.

Experience, commitment and determination of every member of staff has led to our schools being recognised as 'Good' and 'Outstanding' by Ofsted.

Primary and secondary schools within our Trust have a huge responsibility and opportunity to change the lives of children through our cognitive approach to education. This is apparent in the primary and secondary results that have placed many of our schools at the top of league tables, with improved attainment and schools achieving progress that is "significantly above the national average".

Our Trust ranked as the highest performing trust at GCSE in the national league tables of 2016/2017. Our success can be attributed to our use of the 'Thinking' approach and we now have 10 accredited 'Thinking Schools' by Exeter University. In addition, Exeter University have asked our Trust to lead research on how to create 'Thinking' organisations and to create a 'Thinking' programme for undergraduates at Kent University.

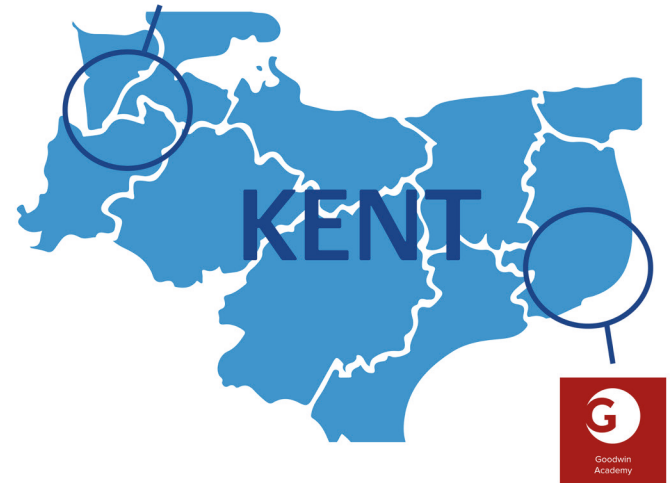
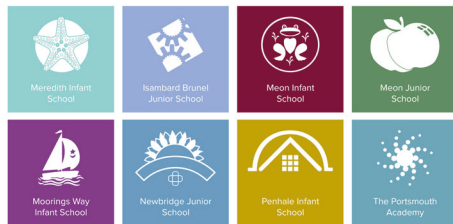
Within our schools we have outstanding and driven leaders, dedicated teachers and support staff backed by a committed team of governors. As a valued member of staff, your experience and commitment is paramount to providing children with an education that will give them the tools they need to transform their life chances and enjoy successful futures.

Stuart Gardner

Stuart Gardner, MSc, NPQH, NLE
Chief Executive Officer



Who Are We?



The Thinking Schools Academy Trust is a successful family of schools that work together to improve the life chances of all its children and young people. Our Trust currently consists of 16 schools, 11 primary and 5 Secondary, based across the Portsmouth, Deal and Medway areas.





01:02



Head of Communications & Marketing

TSAT Pay Scale Grade G £40,049 - £45,074 per annum (depending on experience) 37 hours per week, 52 weeks per year

Main purpose of the post: This post has a number of key purposes:

1. The development of an effective marketing & communication strategy for the Trust and its schools
2. Ensure the Trust and Schools brand image is managed and positively promoted
3. Quality assure the internal and external communications made across the Trust
4. Develop an effective digital presence for the Trust and its schools
5. Lead the Thinking Creative team to support internal and external customers



Marketing and planning

- Developing the over-arching marketing plan to attract new students to the Trust's schools (main years of entry and existing year groups), build community advocacy and build a strong employer brand across digital, print and event channels.
- Gaining a thorough knowledge of all school activities in order to be able to maximise opportunities for effective marketing and communication.
- Leading research programmes to determine key audience insights to influence marketing strategy
- Overseeing and producing pupil number projections to determine marketing prioritization decisions and support school financial planning.
- Monitoring and tracking marketing effectiveness across all channels to optimise the channel mix and track ROI.
- Overseeing the Trust's marketing and communications work-plan to ensure milestones are achieved.

Management of brand

- Ensuring all schools' and Trust channels and assets are to brand standards.
- Be the main point of contact for all queries regarding Trust and school branding.
- Ensuring that all communications from the Trust and its schools reflect consistently high standards and consistently use our organisational key messages.



Corporate communications & Public Relations

- Leading the design and production of a range of high quality digital, video and print materials for schools and the Trust.
- Creating thought-leadership and Trust-wide PR campaigns, as integrated marketing campaigns, to position the Trust's brand in the national and educational media.
- Overseeing key awards and speaking programmes for Trust submissions.

Digital

- Creating and establishing a high performing digital marketing capability to support pupil and teacher recruitment priorities across the Trust, while providing advisory services to the Trusts schools.
- Developing the digital footprint for the Trusts schools across web and social channels. Using analytical tools to report and improve social media and web performance.
- Champion the use of digital communication with the schools and ensure that systems are developed to maximise its impact



Employee communication

- Delivering the Trust's employee engagement programme for 2,000 employees and overseeing the campaign plan.
- Organising and leading the event management to support employee roadshows.
- Working with HR to develop the Trust's employer brand.

Additional responsibilities

- To champion the TSAT customer values across Thinking Creative to ensure that the team deliver Trusted, Solution focused, Approachable and Timely services
- To be an active member of the Trust senior management team and support other service leaders as required
- To actively promote the Trusts Equal Opportunities Policy and observe the standard of conduct which prevents discrimination taking place.
- Create, maintain and develop positive and effective working relationships both with and between pupils, colleagues, parents and carers, governors, Trust members and other stakeholders.
- To fully comply with the Health and Safety at Work Act 1974, the Trust and School's Health and Safety Policy and all locally agreed safe methods of work.



Person Specification

Qualifications:

- Educated to degree level or equivalent
- CIM Certificate/Diploma is desirable

Experience:

- A talented marketing professional with 5+ years' experience of leading and developing high performing marketing teams
- Strong commercial acumen –experience of translating organisational strategy into prioritised marketing plans that deliver clear and measurable outcomes.
- A proven track record of leading a department and team members to meet both their individual targets but also the departments goals and objectives.
- Proven project management expertise - experience of creating and delivering complex projects to plan and to budget.

Skills:

- **Exceptional Stakeholder Management** - a relationship builder with the ability to influence effectively at all levels.
- **Eye for detail** – ability to recognise important areas of improvement within your work and others, which may otherwise be missed.



- **Analytical skills** – ability to evaluate marketing campaigns in order to continuously improve effectiveness and use of resources for future campaigns.
- **Driven and self motivated** – you will be a driven individual with the ability to self motivate to ensure both short and long term targets are met.
- **Flexible approach** - a flexible approach to work and the ability to adapt to circumstances as they change.
- **Business development** – ability to build relationships with external businesses to generate both income and market exposure.
- **Customer facing** – be customer facing in your approach whilst maintaining professionalism of the team and Trust. Demonstrating our customer values of being timely, solution focused, approachable and trusted with your customer service and communication.
- **Creativity** – an exceptional story-teller and writer with a proven track record in delivering impactful, creative campaigns.
- **Hands-on** - the ability and willingness to work at an operational level to drive change and results.
- **Web development** – ability to write content for websites as well an understanding of Wordpress to make any changes to websites.
- Act as a role model to all support staff in offering excellent customer service and a positive approach.



Knowledge and understanding of:

- Project Management – Knowledge and understanding of project management as well as the various tools and resources needed to successfully manage a project during various stages.
- Technically minded – ability to understand the various different media options and platforms.
- Knowledge and understanding of marketing design systems including Canva and Adobe Creative Suite (Photoshop, Illustrator, inDesign).
- Understanding of online mail marketing systems such as Mailchimp.

Leadership:

- A team builder – a leader and developer of people with the ability to lead change with both enthusiasm and flair
- Ability to manage and motivate staff to deliver high standards and targets
- To support the team in prioritising activities and workloads and delegate effectively
- Experience of being a senior leader and working collaboratively with senior leaders across all levels of an organization.
- Motivate and inspire by setting and following high standards.



Benefits

- The opportunity to join a growing organisation during an extremely exciting time, with the opportunity for progression as the Trust grows in size
- Membership to the Local Government Pension Scheme
- Employee benefit and childcare voucher schemes
- The successful applicant will also have access to the local government pension scheme and an annual leave entitlement of 26 days, increasing to 30 after 5 years of service.
- A competitive salary
- A fun, hardworking and welcoming team who enjoy supporting each other
- Vast support network from senior leaders within the school and our Trust
- A 24/7 employee assistance programme which provides counselling and support / advice on a wide array of areas



Next Steps...

If you are interested in joining our growing Multi-Academy Trust and developing your career, please apply today!

Closing Date:

Sunday 23rd February at Midnight

Interviews:

Tuesday 3rd March

Early applications are encouraged and we reserve the right to close the vacancy early if a suitable candidate is found.

We are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. This post is subject to an enhanced DBS check.

