

THINKING SCHOOLS ACADEMY TRUST

Job Description

Post	Communications & PR Team Leader
	37 hours per week 52 weeks per year (Grade E)
Accountable to	Head of Marketing & Communications

Purpose of the job	<p>This is an exciting opportunity to assist the Head of Marketing to manage our communications & PR strategy. Supported by the Marketing Team this role will oversee creation and management of content on our websites & social media.</p> <p>Working closely with the CEO you will be responsible for raising the profile of both the CEO and the Trust brand. You will work closely with the CEO to actively promote the vision and values of the organisation and ensure his work is communicated effectively. In addition, you will support in the production of confidential board papers.</p> <p>You need to be confident and approachable to organise and attend key events, including introduction of CEO to key stakeholders at all levels within schools, parents, teachers and key staff across both Kent and Portsmouth.</p> <p>You will be solution focused and have the ability to increase engagement across all our comms channels. This role is pivotal to ensuring the Trust's purpose and campaigns are delivered effectively as well as building on its trusted reputation.</p>
Key Responsibilities	<p>Communications</p> <ul style="list-style-type: none"> • Delivering communications plans outlining key messages throughout the year. • Working in line with the Trust annual calendar, effectively engage stakeholders with key messages for campaigns. • Managing social media accounts. Ensure that these are regularly updated to communicate key messages and share relevant and interesting content whilst still maintaining our brand identity and tone of voice. • Sourcing content to include within the regular newsletters, compiling the copy and ensuring the newsletters are distributed.

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	<ul style="list-style-type: none"> • Work with all stakeholders to create engaging content for all channels to ensure that our communications are representative of our membership. • Responsible for ensuring that engagement with our social media channels rises; key focus on recruitment. • Working with the Design team to assess, create and update the content of our social media, ensuring that the pages informative, helpful and engaging. • Developing copy for ad-hoc all staff emails and sending these on behalf of departments. • Writing content for our websites ensuring that the content is relevant and up to date. Deliver a smooth user journey to assist in increasing traffic. <p>PR</p> <ul style="list-style-type: none"> • Act as a liaison between the Marketing Department and the Exec team. • Actively promote and communicate throughout the Marketing Team and Trust channels the work of the CEO. • Supported by the Marketing Team manage events where CEO is in attendance to ensure maximum publicity • Provide confidential support to the CEO that will include the production of presentations, reports and letters. • Devise ambitious PR & Comms plans in order to raise the profile of the brand supporting company's objectives • Create and implement media engagement plans, maximising positive coverage across all channels • Arrange and manage media interview with the CEO and senior management • Specific event management, including the Leadership conference and social events, striving to promote Trust culture • Responsible for drafting communications materials, such as speech writing, reports and briefing for company spokespeople <p>General</p> <ul style="list-style-type: none"> • Build and maintaining excellent working relationships with PAs, office managers, Headteachers and SLT
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	<p>and by keeping in regular contact via e-mail, telephone or in person, offering advice, solutions and information</p> <ul style="list-style-type: none"> • Monitor the communications inbox • Develop excellent working relationships with TSAT central managers, staff and teams • Occasional other duties may be required
Partnerships and events	<ul style="list-style-type: none"> • Support Trust ethos and vision in the wider community • Support with the administration of Trust incentives and events
Community	<ul style="list-style-type: none"> • Maintain confidentiality inside and outside the workplace • Understand and apply Academy policies • Appreciate and support the role of other professionals • Support ethos and vision of Academies in their wider communities. • Participate in training and other learning activities and performance development as required.

Generic Duties relevant to all members of staff

1.1 The Trust

The ethos of the Trust is included within the strapline “Transforming Life Chances”. All staff are expected to be committed to this aim in everything they do.

It is expected that all staff work collaboratively as members of the Trust to share good practice, resources and ideas and realise the Trust’s visions and aims.

All staff should act with professional integrity at all times, following all TSAT policies and procedures including the Code of Conduct for employees. These can be found on www.tsatrust.org.uk/about/policies.

Actively promote the Trust Equal Opportunities Policy and observe the standard of conduct which prevents discrimination taking place.

As a member of the Trust your role will be based at the Trust central office. However you may be asked to work at any of the other academies within the

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Trust or partner schools and you should expect to travel between sites within your hub as required. Occasional travel may be required to other hubs.

1.2 Teaching and Learning

This is our core business and therefore it is an absolute priority. Although this role is not a direct teaching role you are expected to support all teaching staff, irrespective of seniority, to ensure they concentrate on the core business. This may mean undertaking tasks outside of your area of responsibility where required.

1.3 ICT

It is expected that all teaching and support staff follow the ICT Vision of the Trust.

All staff will be expected to utilise ICT and to improve communication and reduce paper use. Security procedures must be followed when using ICT systems.

All staff are expected to follow (and ensure students follow) the procedures as laid out in the Trust's Acceptable Use Policy. Staff are also expected to ensure that they follow Trust policies with regard to professional conduct when using ICT systems or Trust ICT equipment.

1.4 Health and Safety

Employees are required to work in compliance with the Academy's Health & Safety Policies and under the Health and Safety At Work Act 1974 (as amended), ensuring the safety of all parties they come into contact with, such as members of the public, in premises or sites controlled by the Trust.

In order to ensure compliance, procedures should be observed at all times under the provision of safe systems of work through safe and health environments, including information, training and supervision necessary to accomplish those goals.

1.5 Safeguarding

The Thinking Schools Academy Trust is committed to safeguarding and promoting the welfare of children and young people and all staff must ensure that the highest priority is given to following the guidance and regulations to safeguard children and young people. All staff are to have due regard for safeguarding and promoting the welfare of children and young people and to follow the child protection procedures adopted by the Thinking Schools Academy Trust. Any

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safeguarding or child protection issues **must** be acted upon immediately by informing the Designated Child Protection Officer.

This job description forms part of the contract of employment of the person appointed to the post.

At the discretion of the Head of Marketing, such other activities as may, from time to time, be agreed consistent with the nature of the job detailed above, including attending recruitment events out of school hours including weekends.

Work with colleagues to achieve the Academy Improvement Plan objectives and targets.

Participate in Employee Development schemes and Performance Management and contribute to the identification of your own team's development needs.

The duties and responsibilities in this job description are not restrictive and the post-holder may be required to undertake any other duties that may be required from time to time. Any such duties should not, however, substantially change the general character of the post and will be relevant to the salary grade.

These responsibilities will be discussed annually as part of annual performance review and are subject to change.

Person specification

<p>Experience</p>	<ul style="list-style-type: none"> • Proven experience of working in a busy environment and ability to communicate with a variety of internal & external stakeholders. • Relevant experience of planning and delivering communication campaigns • Experience of developing content across a range of communication channels including print, web and digital • Experience of using communication channels to inform a broad range of audience segments • A good understanding of how to deal with feedback and complaints, ensuring they are swiftly and appropriately resolved • Fully competent in all Microsoft Office applications. • Experience of developing new initiatives in line with organisations strategy • Creation of PR, press and excellent writing skills
<p>Competence, knowledge and skills</p>	<ul style="list-style-type: none"> • A good knowledge of best practice within marketing and communications

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	<ul style="list-style-type: none"> • A keen interest in tracking results via a tool such as Hootsuite, evaluating performance of social media activity based on defined metrics/ objectives • A good understanding of best practice within social media and of tracking impact/ outcomes • A good understanding of event planning & coordination • Ability to manage and motivate staff to deliver high standards and targets • Current knowledge of the education sector • Excellent standard of numeracy and literacy • Level 3/4 qualifications, including A Level English • Highly developed interpersonal and team working skills • Excellent communication skills at all levels, both written and verbal. • Strong organisational skills with an ability to prioritise conflicting workloads • Quality focussed, delivering work to a high standard. • Ability to work on own initiative, meet deadlines and take responsible action.
<p>Personal qualities</p>	<ul style="list-style-type: none"> • Flexible “can do” attitude • Well-presented and professional at all times • Tact, diplomacy and integrity • Understand need for confidentiality and able to handle sensitive issues • Act as a role model to all support staff in offering excellent customer service and a positive approach. • Willingness to work flexibly and attend meetings and events as required (including occasional evenings and weekends) • Ability to form networks with staff at all levels and influence effectively • Commitment to the Trust’s vision and ethos