



Person Specification
Castleford Academy Trust
Trust Marketing and Communication Officer

Grade 6 SCP 12-18

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> 5 A*- C grades in GCSE including Maths and English (or equivalent). 	<ul style="list-style-type: none"> Degree in a related subject (e.g. Communications or Digital Marketing).
Experience	<ul style="list-style-type: none"> Proven experience in the design and development of digital media content. Knowledge and understanding of the principles and practices of marketing and communications. Proven record of developing and implementing excellent communication strategies. Proven record of tailoring communications to specific target audiences. At least two years' experience in a related field. Knowledge and experience with online marketing tools and best practices. 	<ul style="list-style-type: none"> Marketing experience within an education setting or other relevant environment. Experience of working within a multi academy Trust or multi- site organisation. Experience of working within the communication sector.
Knowledge	<ul style="list-style-type: none"> Proficient in the use of Microsoft Office and social media platforms. Knowledge and experience with online marketing tools and best practices. Knowledge of social media and website content development. Awareness of the Data Protection Act and associated regulations that may impact on data storage/ capture. Ability to use photographic and video equipment. 	<ul style="list-style-type: none"> Developing and implementing digital marketing strategies. Knowledge of different digital marketing channels. Copyright exposure.
Skills and Abilities	<ul style="list-style-type: none"> Ability to work flexibly in order to meet demanding deadlines. Creative ability and flair, with a good eye for design. Extremely strong command of the English language (spoken and written). Excellent communication skills. Excellent ICT skills. Willingness to undertake further training relevant to the post. 	



	<ul style="list-style-type: none"> • Excellent attention to detail and production of work of the highest quality. • Excellent interpersonal skills. • Highly organised and able to prioritise workload. • Able to work independently as well as part of a team. • Able to thrive under pressure. • Good sense of humour. • 'Can do' attitude. • Analytical and critical thinking skills with the ability to exercise good judgement and problem solve independently. 	
Professional Development	<ul style="list-style-type: none"> • Committed to own personal development and learning. 	
Values	<ul style="list-style-type: none"> • A passion for improving the outcomes of the children and young people we serve. • Work in ways that promote equality of opportunity, participation, diversity and responsibility. • Committed to abide by and promote the Castleford Academy Trust Equal Opportunities, Health and Safety and Child Protection Policies. • Displays a responsible and co-operative attitude to working towards the achievement of the Castleford Academy Trust vision and values. • Able to respect sensitive and confidential work. 	
Personal Qualities	<ul style="list-style-type: none"> • Holds a driving licence with use of a car for business use (mileage expenses reimbursed) and willing to travel across the Trust. • Committed to the ethos and values of the Castleford Academy Trust 	



Job Description Trust Marketing and Communication Officer

RESPONSIBLE TO	CEO
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MAIN AREAS OF RESPONSIBILITY

- To create and implement an effective marketing and communications strategy for our Trust in order to promote opportunities offered by the Trust.
- Increase engagement of both existing and potential stakeholders and participants, whilst also celebrating the achievements of the Trust and our academies, pupils and staff.
- The post-holder will also lead on the design and development of marketing and communication materials for the Trust.

Trust Marketing and Communication Officer

Main Duties

- Working with executive leaders to develop and implement a marketing and communications strategy for our Trust which connects to and supports all aspects of each Academy and our Trust.
- Working with executive leaders to develop and implement individual communication plans for the Trust, which are aligned to the Academy and Trust's strategy.
- Working with executive leaders to actively contribute to the continuous design, development and delivery of well-designed and high standard publications.
- To play a lead role in the development, enabling, and integration of social media as a key communications and engagement tool.
- To take responsibility for specific projects or ongoing areas of work in relation to communications, including the planning and delivery of Trust communication campaigns.
- To assist in the creation and design, development, and day-to-day management of the Trust and Academy's website material, content management system and related online applications and other platforms.
- Be responsible for taking photos, capturing video footage and editing to create public material for the Trust and our Academies.
- Content management and co-ordination of the marketing, promotion and communication strategy including general oversight and approval of content, ensuring consistent/adherence to corporate brand standards and style guidelines.
- To work with executive leaders to produce high quality marketing materials for the Trust and individual programmes within the Trust partnership, and manage this process from initial brief to copywriting, design and production.
- To develop effective press and media relations activities, identifying opportunities to influence the media and create and maintain effective relations.
- Proactively seek out and manage opportunities to publicise and celebrate aspects of Academy life and promote public relations opportunities including, co-ordinating photo shoots, maximising opportunities for positive publicity, collating success stories, case studies and ensuring the Academy has national exposure.



- To develop high quality materials to promote the work of the Trust to a high standard at both local, regional and national level to encourage engagement within and beyond existing networks.
- Ensure the Trust has effective and consistent branding across all marketing communications, including the website, social media, advertising, communications and print.
- To liaise with a range of stakeholders including support staff, teachers, leaders and professionals, from across both the Trust and academies within the Trust, to widen participation and encourage involvement with Trust events, including external stakeholders such as universities, other TSH, Research Schools, DfE, Lead Providers, etc.
- To develop the Trust's digital profile, across websites, social media and email marketing, working with individual academies, the Trust and local partners to deliver local-level impact.
- To support the promotion and dissemination of the Trust's vision and values through the development of effective written communications, social media content creation and website materials.
- To design and produce marketing material and assist with corporate literature, to include copy gathering, editing, writing, design and print, e.g., annual prospectus, posters, flyers, billboards, social media posts, banners, internal displays, website graphics, TV digital signage etc., liaising with relevant staff and external agencies as required.
- To ensure all marketing and written material is produced to a high standard and consistently aligned to, and compliant with, the Academy's and Trust's designs.
- To manage the design and production of marketing material and corporate literature, to include copy gathering, editing, writing, design and print, e.g., the Trust strategy document, posters, flyers etc, liaising with relevant staff and external agencies as required.
- To work with other partners and departments to analyse data and identify target audiences and create tailored strategies to effectively engage them.
- To write, edit and distribute content, including publications, press releases, website content, annual reports, and other marketing materials that communicate the Trust's activities, events and services.
- To collate and present relevant engagement metrics and evaluate the success of the marketing and communications strategies used.
- To ensure strict confidentiality in all areas of work.

Data Protection and Safeguarding

- To work and process personal and sensitive information in accordance with the Data Protection Act 2018 including the General Data Protection Regulations (GDPR) 2018.
- To ensure that you are kept updated with the requirements of Keeping Children Safe in Education and have responsibility for promoting and safeguarding the welfare of children and young people.

Health and Safety

- Where appropriate, undergo Basic First Aid/Health and Safety training and update courses.
- Be aware of the responsibility for personal Health, Safety and Welfare and that of others who may be affected by your actions or inactions.
- Co-operate with the employer on all issues to do with Health, Safety & Welfare.
- Support the Academy's implementation of all current statutory requirements, e.g., The Equalities Act and Child Protection legislation.



Continuing Professional Development

- Keep up-to-date and informed on changes to legislation, and roles and responsibilities.
- In conjunction with the line manager, take responsibility for personal professional development, keeping up-to-date with research and developments in marketing/communications which may lead to improvements in provision.
- Undertake any necessary professional development as identified in the Academy/Trust Development Plan, taking full advantage of any relevant training and development available.
- Maintain a professional portfolio of evidence to support the Performance Management process - evaluating and improving own practice.

Candidates must also be willing to undertake and other responsibilities in line with their grade as requested by the Trust.