

## A message from the CEO to prospective applicants

Impact Education Trust is on a mission to improve the life chances of children and young people and improve social mobility. We are a Trust where Hearts and Minds connect through values driven partnerships and collaborative working.

Over the past two years, we have grown from a single academy trust in our founding school, The Halifax Academy, to six schools across Calderdale and Kirklees, with a seventh due to join us in the new year. We now have 3900 students and 600 staff who are all working hard to ensure we are true to our vision and deliver on our core principles and aims:

### Core Principles:

- Values Driven
- Learning & Research Focused
- High Expectations
- Collaborative Leadership
- Effective Relationships
- Developmental Opportunities

### Aims:

- Deliver outstanding outcomes for all students
- Deliver excellence in teaching, learning, behaviour and curricula offer
- Provide students with life-enhancing opportunities to develop personally and beyond
- Develop highly effective leader and governors, who are relentless in delivering sustainable successes for our students
- Develop purposeful connections with parents and the communities we serve
- Be an employer of choice
- Develop highly effective and customer focused business and financial operations that support growth, manage risk and deliver value for money

The newly created role of Marketing, PR and Communications Manager, will support the development of our rapidly growing Trust. Their expertise will strengthen the Trust brand and support our academies by providing advice and guidance on their own brands, whilst maintaining a strong sense of connection to the Trust. They will need to devise creative digital marketing campaigns to promote our academies as the first choice for parents of prospective students in their areas.

The successful applicant will join our Central Team based at Bradley and will work closely with myself and the other members of the team to develop our strategic approach to marketing and PR.

This is a great opportunity for a marketing and PR professional who is looking to utilise their skills and experience to play a key role in organisational development and be part of a successful and motivated team. We are committed to supporting the development of our people and actively support those who wish to improve their skills and qualifications.

Thank you for your interest in this post and good luck with your application.

Mick Kay

CEO Impact Education Trust

## Where Hearts and Minds Connect

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