

<b>Job Description</b>	
<b>Post</b>	Marketing, PR & Communications Manager
<b>Trust</b>	Impact Education Multi Academy Trust
<b>Pay Range</b>	Scale point 23 – 32
<b>Postholder</b>	New Post
<b>Accountable to</b>	CEO Mick Kay (or another delegated person)
<b>Work commitment</b>	Full time 37 hours all year round
<b>Holiday entitlement</b>	30 days (agreed in discussion with line manager)
<b>Core Purpose</b>	
<p>The postholder will be responsible for all aspects of marketing across the Trust. This will include designing, developing and implementing a marketing strategy which raises the profile of the Trust brand both internally and externally. They will be expected to play an active, hands on role in delivery of the strategy and will be comfortable working at strategic and operational levels as required. They will provide expert advice and guidance to academies within the Trust on developing their individual brands and provide strategies to increase pupil numbers where required.</p>	
<b>Key Responsibilities</b>	
<ul style="list-style-type: none"> <li>• Development and implementation of a coherent marketing strategy that supports the Trust in its vision and aims</li> <li>• Manage all aspects of the Trust'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</li> <li>• Preparation of business cases, reports and rationales for the Trust Board as agreed with the Trust CEO</li> <li>• Drafting internal and external communications for the Trust CEO</li> <li>• Developing and promoting the use of the Trust brand guidelines</li> <li>• Promoting good marketing practice across the Trust by supporting academies to develop positive stakeholder communications</li> <li>• To work with the Trust CEO and the Headteachers to seek and create positive news opportunities around key times of the year including results days</li> <li>• Develop a Trust wide recruitment brand</li> <li>• Maintain the Trust website and monitor website compliance across the Trust</li> <li>• Develop creative marketing strategies to increase admission levels and support with implementation of marketing campaigns to achieve agreed objectives</li> <li>• To design promotional material such as leaflets, videos and digital media in line with safeguarding protocols</li> <li>• Work with third party providers to manage all aspects of print production</li> <li>• Work with the Trust CEO and Headteachers to handle any issues which might impact on the reputation of the Trust and deal with them in an intelligent, timely and effective manner</li> <li>• Build ongoing, strong relationships with local media outlets and prepare statements and responses to press enquiries which might be contentious in nature</li> <li>• Create social media PR strategies and manage the Trusts social media platforms, ensuring the activities within the academies are actively promoted</li> <li>• Manage effective, high quality and successful Trust wide marketing events such as celebrations, opening ceremonies and conferences</li> <li>• To raise the profile of Trust events to attract influential education partners and businesses</li> <li>• Support the marketing of school facilities, including lettings, to provide income generating opportunities</li> <li>• Manage the Trust central marketing budget</li> </ul>	

### Person Specification

Attributes	Essential	Desirable	How Identified
<b>Knowledge and experience</b>	<p>Track record of delivering effective and innovative marketing strategies and plans.</p> <p>Evidence of implementing marketing initiatives across a wide range of media</p> <p>A sound understanding of digital marketing</p> <p>Good knowledge of web and content management systems</p> <p>Experience of dealing with the press</p> <p>Strong networking and influencing skills</p> <p>Experience of delivering multi-channel marketing delivery to a variety of audiences.</p>	<p>Extensive portfolio of previous work</p> <p>Knowledge of word press web and content management systems</p> <p>Established local media contacts and networks.</p> <p>Experience of working in an educational environment</p>	<p>AF/R/I</p> <p>AF/I</p> <p>AF/I</p> <p>AF/I</p> <p>AF/I</p> <p>AF/I</p> <p>AF</p>
<b>Qualifications</b>	Degree level qualification in marketing/media/communication	<p>Digital Marketing Diploma</p> <p>Membership of CIM or CIPR</p>	AF/C
<b>Skills and Abilities</b>	<p>Possesses excellent communication, organisational and interpersonal skills.</p> <p>Able to establish and maintain positive relationships (staff, agencies, external/internal etc.).</p> <p>Excellent written and proof-reading skills</p> <p>Decisive</p>		AF,I
<b>Characteristics</b>	<p>Self-motivated and hard working</p> <p>Willingness to be flexible and work to meet the best interest of the Trust</p> <p>Open, honest and approachable</p> <p>Innovative and creative</p>		AF,I
<p>AF – Application Form      C – Certificates      I – Interview      R – References</p>			