

JOB DESCRIPTION	
Job Title	Head of Marketing
Salary Scale	SPOT £45,000
Hours of Work	37 hours per week
Weeks Worked	52
Responsible to	Chief Executive Officer
Location	HQ - Norwich with occasional travel

MAIN PURPOSE OF ROLE

- Being the Trust's lead advisor on all; marketing, communications, and public relations, including internal communications; and strategic direction of the Trust
- Supporting, maintaining, and raising the reputation of the Trust and its schools with local and national stakeholders

ORGANISATIONAL RELATIONSHIPS

- Responsible to Chief Executive Officer
- Regular meetings with the Principals and leadership team of each school
- Liaison with staff at all levels within schools and the central services team
- Other key contacts include external contractors and agencies, local and national government, business and third sector partners

PRINCIPAL ACCOUNTABILITIES OR ACTIVITIES

To be responsible for the following areas of activity on behalf of whole of Trust, or individual schools or groups of schools. This could include (but not be limited to):

- Manage and develop the brand
- Brand and Communication Strategy – identify and specify marketing initiatives, develop and deploy them
- Brand Management - shaping of brand strategy, on-going analysis and regular brand reviews
- Building relationships with government, business, and third sector partners to further the Trust's interests and those of our academies
- Manage delivery for all marketing materials including brochures and promotional materials

- Head up communications for the organisation, including responsibility for reputation management and crisis communications
- Developing and implementing brand and communication strategies for the Trust and each individual school
- Building strong relationships with local and national media, identifying areas for positive promotion and dealing with inward enquiries
- Proactively managing communications and media relations during unforeseen events
- Monitoring media coverage of the Trust and its schools
- Providing advice and guidance to senior management on how to work successfully with the media
- Recruiting and managing additional resource, either internal or external as agreed, to meet the Trust's brand and communication needs
- Owning the Trust's digital communication channels, including the Trust's own website(s) and social media
- Leading promotional activity related to pupil recruitment and retention
- Developing promotional activity related to staff development and retention
- Ensuring effective internal communication within the Trust
- Recommending areas for development and partnership working that enhance the Trust brand
- Commissioning research to better understand public and professional perception of the Trust and its schools
- Preparing and managing the marketing budget for the Trust and each academy

PERFORMANCE MANAGEMENT

Participating in the Trust's arrangements for performance management, professional development and the Trust's arrangements for quality assurance and internal verification.

CONTEXT

All staff are part of the whole Trust team. Each individual is required to support the values and ethos of the Trust and Trust priorities as defined in the Trust Improvement Plan. This will mean focusing on the needs of colleagues, parents and students and being flexible in a demanding environment.

MISCELLANEOUS

To undertake any further tasks which could be reasonably expected by the Trust.

The Data Protection Act 2018 renders an individual liable for prosecution in the event of an unauthorised disclosure of information.

The post is one that carries responsibility for the wellbeing and welfare of children and the post holder should be aware of this and the need to act accordingly.

The Trust will endeavour to make any necessary reasonable adjustments to the job and the work environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

Job Description

It is a requirement of the post holder to make positive efforts to maintain his/her personal safety and that of others by taking reasonable care, carrying out requirements of the law and following recognised codes of practice. The post holder is also required to be aware of and comply with policies on health and safety.

This is an Equal Opportunities post and is in accordance with the Trust's Equal Opportunities Policy. This job description can be altered, with the agreement of the post holder and will be reviewed on an annual basis. It is not a comprehensive statement of procedures and task, but sets out the main expectations of the Trust in relation to the post holder's professional responsibilities and duties.

The Inspiration Trust is committed to protecting the welfare of children and young people. Due to the nature of this role, it will be necessary for the appropriate level of DBS (Disclosure & Barring Service) to be undertaken. It is essential you disclose whether you have any pending charges, convictions, bind-overs or cautions and if so, for which offences. This post will be exempt from the provisions of Section 4, (2), of the Rehabilitation of Offenders 1974 (exemptions) (Amendments) Order 1986. Therefore, you are not entitled to withhold information about convictions which for other purposes are "spent" under the provisions of the Act. Any failure to disclose such convictions will result in dismissal or disciplinary action by the Trust.

Person specification Head of Marketing

	ESSENTIAL	DESIRABLE
Qualifications		
Qualified to degree level	✓	
Postgraduate qualification in journalism, marketing, or public relations		✓
Experience		
Extensive professional knowledge of communications, marketing and PR techniques	✓	
A detailed understanding and experience of communicating with diverse audiences	✓	
Knowledge and experience of maximising the use of digital media	✓	
Experience of handling sensitive and high profile media issues	✓	
Experience in emergency communication planning and crisis management	✓	
Experience of implementing and adjusting corporate approaches to meet local need	✓	
Experience of education sector		✓
Experience of working in a multi-academy trust		✓
Experience of commissioning print and design work	✓	
Experience of budget control	✓	
Professional skills and attributes		
Exceptional communication skills	✓	
Ability to act and think creatively and strategically, including under pressure	✓	
Ability to represent a complex organisation at senior levels	✓	
Ability to develop positive working relationships	✓	
Ability to manage multiple projects simultaneously	✓	
Ability to manager suppliers and agencies	✓	
Able to exercise judgement and refer matters as necessary	✓	
Knowledge and understanding		
Knowledge of legislation, regulatory, and political frameworks	✓	
Excellent knowledge of the media landscape	✓	
Social media use and best practice	✓	
Web design and content management systems		✓

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Print design and publishing systems		✓
Audio-visual editing and production software		✓