

# Applicant Pack

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To be read in conjunction with our 'Join our staff' brochure



Outstanding Achievement for All

## Job Advert



Chorus Education Trust is a growing Multi-Academy Trust, founded by Silverdale School in Sheffield. We collaborate with primary and secondary schools across South Yorkshire and north Derbyshire, drawing on the outstanding expertise in our region to ensure every child gets the very best education possible.

The South Yorkshire Teaching Hub, based at Silverdale, is one of 87 national centres of excellence tasked with delivering the DfE's golden threads; supporting the journey of teachers from Initial Teaching Training (ITT), through all stages of their careers in the Sheffield and Rotherham area.

The Hub is part of Chorus Education Trust, and as such all appointees may be required to work at any Trust site in the future.

You can view the Trust website at: [www.chorustrust.org](http://www.chorustrust.org) the Teaching School website at: [www.sheffieldtsa.org](http://www.sheffieldtsa.org)

### Communications Officer

**37 Hours/52 Weeks**

**Salary: G6 SCP 21-26 (£26,511-£30,451)**

### About this vacancy

Required to start as soon as available.

The Trust requires an experienced and creative Communications Officer to work with the Marketing Manager lead and deliver the communications and public relations service for the Trust Schools and South Yorkshire Teaching Hub. This is an exciting time to join the team and the role will include: creating and delivering content for digital, print and social media platforms to actively promote the excellent work of our schools and Teaching Schools School Hub.

The successful applicant will have a proven track record in media communications or public relations. A good understanding of the challenges facing the education sector would be desirable.

### To apply

The full application pack is available from [www.chorustrust.org/vacancies](http://www.chorustrust.org/vacancies) and completed Chorus Trust application forms are to be sent to Jill Rishworth (HR Administrator) at: [recruitment@silverdale.chorustrust.org](mailto:recruitment@silverdale.chorustrust.org) Please note that CVs and Sheffield City Council application forms will not be accepted.

Applicants are welcome to discuss any aspect of the role with Katherine Lewis-Ward, Director of South Yorkshire Teaching Hub [KLewis-Ward@SouthYorkshireTeachingHub.org](mailto:KLewis-Ward@SouthYorkshireTeachingHub.org)

Deadline for applications: **11.59pm on Sunday 26 September 2021**

Interviews to be held: **week commencing 4 October 2021**

*The successful candidate will be required to complete a Disclosure & Barring check in line with the Rehabilitation of Offenders Act (ROA) 1974 (Exceptions) Order 1975 and the Police Act Regulations.*

## Job Description: summary

<b>Post title:</b>	Communications Officer
<b>Profile:</b>	BS3.5
<b>Grade:</b>	6
<b>Grade spinal point range:</b>	SCP 21-26
<b>Accountable post:</b>	Director of South Yorkshire Teaching Hub (SYTH)
<b>Line Manager of post holder (if different):</b>	Marketing Manager
<b>Staff to be supervised or line managed by post holder:</b>	None at present
<b>Post holder will work with:</b>	Trust Executive Team, SYTH and School colleagues
<b>Holiday and sickness relief by/for:</b>	By and for other Trust and SYTH colleagues
<b>Purpose of job:</b>	Responsible for the development and implementation of the Trust and the South Yorkshire Teaching Hub marketing strategies working in collaboration with the hub and schools to achieve the strategic improvement plans.
	This post may work across the Trust schools.
<b>Version revised:</b>	July 2021

## Job Description: duties

The post holder must at all times carry out his/her responsibilities within the spirit of the School and Trust policies and within the framework of legislation relating to Academies and Education, with particular regard to the statutory responsibilities of the Trust and the Governing Body of the School.

### Specific duties and responsibilities

To develop and implement the communications strategy for Chorus Education Trust delivering high quality communications activity for the Trust, its schools, and the South Yorkshire Teaching Hub, in-line with the Trust's brand standards and supporting schools to raise their profiles in local communities. Duties will include, but not be limited to:

#### **Main Duties and Responsibilities:**

- To develop and deliver the Trust's and teacher training hub strategic communications strategies.
- To deliver on key communications projects and campaigns, from brief through to delivery, in line with the Trust brand identity across all areas of the organisation.
- Develop and implement a communications strategy to improve the Trust's brand and identity as the educator and employer of choice.
- Develop communications plans for the Trust and its schools and Teaching School Hub/ teacher training Hub and be responsible for their full implementation.
- Deliver a crisis communications service for the Trust.
- Ensure projects are delivered on time and to budget, following the Trust's procurement and invoicing procedures.
- Act as the guardian of the brand on all communications, delivering clear guidance for use of the brand as well as communications templates to be followed.
- Provide advice and guidance to individual schools on their communications, social media channels, newsletters, prospectuses, adverts etc., and work with schools to develop and produce them.
- Support and lead (under the Marketing Managers direction) the development of the Trust's digital profile, across websites, social media and email marketing, working with schools to deliver local-level impact.
- Draft and deliver high quality and engaging communications projects, news releases and website design and content including digital media products for internal and external audiences.
- Deliver a wide range of marketing communications activities that influence, engage and change behaviours and lead training on this within the team
- Carry out a range of other communication tasks to raise the profile of the Trust, its schools and the Teaching School Hub/ teacher training Hub.
- Monitor, evaluate and respond to the impact of marketing communications activities, in-line with the objectives set.
- Working with the Marketing Manager, develop and deliver an annual cycle of stakeholder consultation and market research to ensure the Trust's communications strategy remains relevant to the people we serve.
- Ensure all communications are produced to the highest standard, with an emphasis on messaging. Produce engaging content to influence a range of target audiences.

- Support the Trust with communications surrounding Ofsted, leadership announcements and high-profile visits.
- Manage relationships with journalists and other suppliers as well as organize and deliver media buying and external advertising.
- Update the Trust's websites and social network pages regularly, monitor impact and ensure social media channels are being effectively used across the network.
- Keep the Trust senior leaders informed of major education headlines and updates on a weekly basis.
- Work collectively as part of the marketing and communications team, providing support with a range of bespoke marketing communications tasks, including additional Trust-wide projects.
- Attend Trust and academy events throughout the year.
- Carry out other marketing communications activities as required and directed
- To work independently and as part of the wider team.
- Respond to the briefs set, the Communications Officer is expected to deliver a wide range of marketing communications projects to the highest standard, taking lead responsibility for their delivery.

### **Support for the Trust / School (applies to all roles)**

- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person
- Be aware of and support difference and ensure all pupils have equal access to opportunities to learn and develop
- Appreciate and support the role of other professionals
- Attend and participate in relevant meetings as required
- Take an active part in all key Trust events such as open evenings etc
- From time to time, to meet the needs of the Trust/school, you may be asked but not automatically expected to work hours additional to your normal working hours. The Trust/ school will give you as much notice as possible and you will be paid/recompensed for such work. Examples where this might be required are for example; relevant key school events such as Open Evenings, exam results days, trips, clubs, training etc.
- Contribute to the overall ethos/work/aims of the Trust/school
- Participate in relevant training, other learning activities and performance management as required
- To undertake any other duties and responsibilities, commensurate with the level of the post, as may be determined after negotiation between management, the postholder and appropriate trade unions
- Team responsibilities - All administrative/business support staff are considered part of the overall support team and may be required to provide assistance to colleagues in other areas from time to time commensurate with the role, skillset and grade.

## Changes to these duties

The above duties are not exhaustive and the post holder may be required to undertake tasks, roles and responsibilities as may be reasonably assigned to them by the Director of SYTH & Trust COO.

The job description and allocation of particular responsibilities will be kept under review and may be amended via consultation with individuals, the Governing Body or Board of Trustees and/or Senior leadership team as required. Trade Union representation will be welcomed in any such discussions.

# Person Specification

**Job title: Communications Officer**

<b>REQUIREMENTS</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessment method</b> A = application I = interview R = reference
<b>Knowledge, experience and skills</b>			
Up to date knowledge of the marketing mix, including demonstrable experience of delivering branding, marketing collateral and digital marketing communications projects	✓		A/I
Digital marketing experience	✓		A/I
Previous understanding of marketing analytics tools and social media management tools	✓		A/I
Considerable successful experience (at least 3 – 5 years) in a broad-ranging marketing or communications position with demonstrable expertise in delivering communications activities	✓		A/I
Experience in successfully managing a significant workload including multiple projects and working to tight deadlines	✓		A/I
Experience of working in an educational environment		✓	A/I
<b>Qualifications</b>			
Educated to degree level or equivalent experience and industry related qualifications	✓		A
Marketing Qualification or Qualification relevant to field	✓		A
Full, clean driving licence	✓		A/I
<b>Other skills</b>			
Outstanding copywriting skills	✓		A/I
Excellent proof reading skills with strong attention to detail	✓		A/I

Strong ICT skills	✓		A/I
Excellent written and verbal communications skills to influence and communicate effectively with a wide range of internal and external audiences	✓		A/I
Willingness to undertake further professional development		✓	A/I
High expectations of self and other	✓		A/I
Proactive, independent, self-starter	✓		A/I
<b>Interpersonal skills</b>			
Ability to make, sustain and develop close working relationships with Trust and school leaders, school staff, journalists and other stakeholders	✓		A/I
Strong team player	✓		A/I
<b>Child protection</b>			
A commitment to the responsibility of safeguarding and promoting the welfare of young people.	✓		I