

Applicant Pack

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



Outstanding Achievement for All

Job Advert



**SOUTH
YORKSHIRE
TEACHING
HUB**

RECRUITING • TRAINING • DEVELOPING TEACHERS

The South Yorkshire Teaching Hub (SYTH) is one of only 87 DfE designated centres of excellence. We support colleagues from the moment they enter the profession, through all stages of their careers. We work collaboratively with all our educational partners locally and nationally and work directly with over 318 education providers in the Sheffield and Rotherham area.

It aims to be the place to go for teaching news, jobs and training information in the region – for both current teachers and those looking to join the profession. It will develop, co-ordinate and promote the work of a range of partners across Sheffield and Rotherham, supporting the journey of teachers from Initial Teaching Training (ITT) to becoming Headteachers and Chief Executive Officers.

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

Marketing Co-ordinator

Salary: Grade 6 SCP 21-26 (£26,975 to £30,984)

Permanent - 37 hours / 52 weeks per year

To start: ASAP

About this vacancy

The South Yorkshire Teaching Hub (SYTH) is seeking an experienced Marketing Co-ordinator to help our busy and ambitious team to support those who work in, or who aspire to work in, education.

This is an opportunity to work with the Trust Marketing Manager & Strategic Director of the Hub to develop the marketing and communications strategy for the SYTH as well as having direct responsibility for the creation and delivery of marketing and communications materials to achieve our KPIs.

The role will include management and delivery of social media and website content; development and co-ordination of our CRM and associated systems; and design and content creation for the full range of SYTH marketing collateral including online, print, image, video, and audio.

The role is varied and busy and offers the opportunity to utilise a full range of marketing skills in an energetic environment. The successful applicant will enjoy working as part of a team yet be confident operating independently. They will have a keen eye for detail and design, a high degree of organisation, excellent copywriting skills and a strategic outlook.

To apply

The full application pack is available from www.chorustrust.org/vacancies and completed Chorus Trust application forms are to be sent to Jill Rishworth (HR Administrator) at: recruitment@silverdale.chorustrust.org

Please note that CVs and Sheffield City Council/Derbyshire County Council application forms will not be accepted. Applicants are welcome to discuss any aspect of the role with Jennie Lillis, Chorus Trust Marketing Manager.

Deadline for applications: **11.59pm on Sunday 3 July 2022.**

Interviews to be held: **Monday 11 July 2022.**

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

Post title:	Marketing Co-ordinator
Profile:	BS 3.5
Grade:	6
Grade spinal point range:	21 to 26
Accountable SLT post:	SYTH Hub Director
Line Manager of post holder (if different):	Marketing Manager
Staff to be supervised or line managed by post holder:	None at the present time however, this is subject to change. The grading of the post allows for line management responsibility.
Post holder will work with:	Trust Central team, Marketing Manager and SYTH “Hub” colleagues
Holiday and sickness relief by/for:	By and for other SYTH “Hub” administrative staff
Purpose of job:	To provide marketing and communications support for the South Yorkshire Teaching Hub (SYTH) through social media and website management, CRM system co-ordination and, working together with the Trust Marketing Manager to develop and deliver the marketing strategy.
	This post may work across the Trust schools.
Version revised:	May 2022

Job Description: duties

The post holder must at all times carry out their 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 South Yorkshire Teaching Hub.

These include but are not limited to:

Specific duties and responsibilities

Co-ordinate communications and marketing activity:

- Work with the Trust communications team to deliver and implement the marketing strategy for the Hub.
- Maintain the Hub communications vehicles, proactively seeking new content, e.g. website, social media, e-bulletins, etc.
- Co-ordinate the production of newsletters and e-bulletins, by taking photographs of events, writing supporting text, and editing contributions.
- Maintain the Hub websites, including writing and editing content, and identifying potential content from outside sources.
- Co-ordinate the production of any Hub promotional materials, such as leaflets, fliers, posters, etc.
- Proofread and create documents using Trust templates, checking for house style.
- Co-ordinate the organisation and administration of Hub events.
- Organise and deliver photo and video shoots.
- Working with the Central marketing and communications team, contribute to the maintenance of any photo and video libraries, ensuring that permissions are adhered to.

Create, develop, promote and maintain the CRM system and deal with all enquiries:

- Support the creation and development of the CRM system, including gathering requirements and data, process mapping and liaising with internal and external providers.
- Manage enrolment and support queries for the CRM system, as the first point of contact and then liaising with the external support team as required.
- Oversee the data entry associated with the Hub's CRM system and associated systems, including user details, partner information, course listings, events, job listings and news stories.
- Liaise with external organisations and internal stakeholders to ensure that their information on the CRM system is up to date and that the CRM system

integrates with their systems as appropriate and shares data within agreed protocols and data protection legislation.

- Provide efficient and accurate information through data management and analysis using and developing the CRM system reporting function, in order to produce a range of management information, documentation, reports and publications required in-house and with partners.
- Contribute to the development and delivery of training sessions on the use of the CRM system and website for colleagues as required.
- Promote the use, best practice and development of the CRM with the wider Hub team.
- Work with colleagues, including the Data Protection Officer and external partners, to ensure that the CRM system is compliant with all relevant data protection legislation, including co-ordinating the drafting and publication of relevant policies, procedures and notices.

Administrative duties:

- Monitor the level of publicity materials and stationery and update as necessary.
- Manage the marketing budget, including the processing of marketing invoices, receipts, etc passing them on to the Hub Finance Officer as appropriate.
- Embrace change and appropriate technologies, being at the forefront of adopting marketing best practice, operating an outstanding facility to the standards required by the Hub/academy, key stakeholders and other appropriate regulatory and professional bodies.
- As part of the Hub team, provide administrative support as necessary including dealing with incoming enquiries via phone, email and in person at events.

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.
- Work in a flexible way to respond to the needs of the Trust and to fulfil other duties and responsibilities appropriate to the grade and role as and when required.
- Be aware of and support difference and ensure equal opportunities for all.
- Appreciate and support the role of other professionals.
- Attend and participate in relevant meetings as required.
- Contribute to the overall ethos/work/aims of the Trust/schools.
- Participate in relevant training, other learning activities and performance management as required.
- From time to time, to meet the needs of the Trust, you may be asked but not expected to work hours additional to your normal working hours. The Trust

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.

- Team responsibilities - All 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 Principal.

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: Marketing Co-ordinator

REQUIREMENTS	Essential	Desirable	Assessment method A = application I = interview R = reference
Knowledge, experience and skills			
At least five years' experience in a communications and/or marketing related role.	✓		A / I
Ability to write engaging and accurate content for a variety of audiences.	✓		A / I
Experience of using a CRM system or similar customer-facing database.	✓		A / I
Experience of updating and maintaining a website, and an awareness of how to develop an effective SEO strategy.	✓		A / I
Experience of managing social media accounts and developing strategies to improve engagement.	✓		A / I
Proficient in the use of desk top publishing and image editing software, such as In Design and Photoshop.		✓	A
Experience of creating video content.		✓	A
Experience of managing complex projects with competing deadlines.	✓		A / I
High level IT skills, including the Microsoft Office suite of programs.	✓		A
Experience of tracking financial expenditure.	✓		A
Experience of managing and analysing large amounts of data and presenting in a variety of formats.	✓		A / I
Knowledge of data protection legislation and best practice.	✓		A / I
Experience of an education, training or similar environment.		✓	A / I
Experience of organising events.		✓	A

Qualifications			
A relevant degree or professional qualification, e.g. CIM/CAM Cert/Dip.	✓		A
Good level of literacy and numeracy e.g. GCSE English/Maths (grade C or above) or substantial relevant experience.	✓		A
Evidence of regular, relevant and recent personal development.	✓		A / I
Other skills			
Work effectively as part of a team recognising own role as a team member.	✓		A / I
Able to maintain a positive focus, accepting constructive criticism positively and learning from it.	✓		A / I
Demonstrate an enthusiastic and positive approach regarding change, having a definite 'can do' mentality.	✓		I
Ability to carry out instructions accurately and effectively as directed by line manager.	✓		I
Demonstrate customer care.	✓		A
Interpersonal skills			
Ability to persuade and influence other people from a range of backgrounds.	✓		A / I
Ability to maintain confidentiality	✓		A
Accuracy when receiving information (verbally and written) and communicate information effectively and accurately.	✓		I
Able to reflect on performance and further develop own knowledge and skills to improve performance.	✓		I
Takes responsibility for own actions.	✓		I
Ability to work alone unsupervised and manage own workload.	✓		A / I

Child protection

A commitment to the responsibility of safeguarding and promoting the welfare of young people.

✓

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