

Marketing and Communications Manager

Job description and person specification

Job description

Post title:	Marketing and Communications Manager – student recruitment and parental engagement
Salary:	Band B
Position:	37 hours per week, all year round Flexible/hybrid working requests will be considered
Direct reports:	Dotted line responsibility for 7 posts
Reports to:	Marketing and Communications Lead

Diverse Academies is a multi-academy trust with a vision to inspire, to raise aspirations and to create brighter tomorrows. Across primary, secondary and special settings, we share a common mission to nurture curiosity, develop wellbeing and empower children and young people to go beyond their aspirations. Together, we believe we can make a difference in our diverse communities, and in the lives of those who learn with us and work with us.

We empower. We respect. We care.

Purpose of the post

To support the building and sustaining of Trust and academy brand reputations, positioning Diverse Academies as a provider of choice for parents/carers and students in their local communities, and help the Trust to fulfil its mission through compelling and creative marketing and communications.

To provide professional expertise in the management, development, delivery and evaluation of marketing and communications activities across all our academies – supported by marketing and communications officers in secondary settings and a senior marketing and communications officer for primaries and specials.

To ensure quality customer-centric communications activity and advice that enhances parental engagement and promotes and protects academy/organisational profile, through events, press, social media and parental communications platforms.

To act as brand custodian for academy communications, ensuring quality control and assurance is applied across all channels – and marketing staff are guided to deliver in line with house style and to industry standards.

Main duties and responsibilities

- Work closely with the marketing and communications lead, business and academy leaders to deliver multi-channel marketing and communications activities, in line with Trust strategic priorities and academy school improvement plans.
- Take overall responsibility for the development, delivery and evaluation of academy multi-channel marketing and communication plans.
- Provide consistent and professional expertise in support of the overall marketing and communication and engagement strategy – championing and promoting the academy brand, including the development of a range of print and digital marketing collateral.
- Set project plans, manage the annual marketing calendar and workflow, evaluate costs to ensure value for money and that projects are delivered on time to agreed deadlines.
- Manage a range of marketing suppliers for the area of responsibility, prepare agency briefs, and arrange pitches and tender processes where appropriate.
- Establish credibility by providing strategic marketing advice and support, working effectively with stakeholders at all levels across the organisation.
- Identify and develop entrepreneurial and creative solutions to marketing and communications challenges. Translate these into planned activity, taking considered risk in order to innovate.
- Regularly analyse and interpret information such as market data, customer insight and competitor activity. Use this intelligence to provide advice, inform and engage all stakeholders.
- Work closely with teams internally and externally, at all levels, to ensure a coherent and consistent approach is applied to communications, branding and messages, and all understand and agree campaign objectives.
- Effectively manage financial resources and lead on the cost-benefit analysis of marketing and communications activities for your portfolio.
- Oversee and support the marketing team in creating compelling content for online and offline channels, incorporating content plans to support storytelling. Draft, edit and proof copy ensuring it is in line with house style and Plain English principles.
- Champion the use of our parental engagement app to maximise engagement with families in our academy communities. Support the development of customer-focused procedures and processes and explore new and innovative ways to engage with parents and other key stakeholders.
- Oversee the production of key recruitment materials including prospectuses, promotional brochures, curriculum and materials which support the transition of students between key phases of education, ensuring these follow brand guidelines and house style.

- Oversee the promotion of key recruitment and engagement events for academies, such as open evenings, and provide marketing and communications support to maximise attendance at these events using a range of channels to reach the target audiences.
- Plan, oversee and schedule professional photoshoots and the production of video content, working to brand expectations and guidelines.
- Maintain and update the academy and Trust websites using a content management system, adhering to web governance principles to maintain the quality and integrity of web content. Ensure sites are optimised, set performance measures using analytics and provide regular updates and reports.
- Oversee, manage and monitor academy social media channels ensuring engaging content and stories reflect academy life. Monitor social media channels to widen stakeholder engagement, ensuring channels are kept updated and social conversations maintained.
- Identify internal and external PR opportunities and manage media relations for GCSE and A Level results days, working with the marketing and communications lead on delivery.
- Ensure all sites and buildings have appropriate signage and expressions supportive of the Trust's vision, mission and values, and in line with brand identity.
- Respond professionally to queries from colleagues by sharing responsibility for the monitoring of the marketing email inbox, ensuring queries are dealt with promptly.
- Follow relevant standards, practices and processes in order to support the quality control and assurance, monitoring and evaluation of marketing activities against objectives.
- Keep up to date with popular culture and trends, be confident in the use of social media and be aware of emergent digital communications platforms.
- Embrace change, support new and collaborative ways of working, and share best practice.
- Represent the Communications Function at all opportunities within your role, understanding the range of skills available, as well the importance of delivering Diverse Academies' strategic aims.
- Ensure the appropriate escalation of issues and areas of concern to the relevant leader.
- Demonstrate a commitment to the ongoing development of yourself and others.

Additional

- We all have a responsibility for providing and safeguarding the welfare of children and young people we are responsible for or come into contact with.
- Collectively, we share and co-develop best practice for the benefit of all our academies.
- We promote the employment of people with disabilities and will make any adjustments considered reasonable to the above duties.
- You will have the opportunity to access the very best professional development and therefore may be required to attend, from time to time, training courses, conferences, seminars or other meetings.
- This job description is not an exhaustive list of duties and the post holder will be required to undertake any other reasonable duties discussed and directed by the line manager.
- We empower our colleagues to enable our students and pupils to meet the highest possible standards, and we recognise that all our staff have a role in improving student outcomes.
- The contents and allocation of particular responsibilities and duties may be amended after consultation from time to time as part of a broader structural review.
- We have an established framework of core principles and practice to which all our academies subscribe, which are developed and agreed on in collaboration.
- It is a condition of your employment that as an employee you are expected to adhere to our policies, procedures and guidelines.

Person specification

The following qualities are all deemed fundamental to the requirements of the post. The Trust will, therefore, be seeking evidence of these in the selection process, which will include the application, interview(s) and references.

The Trust is seeking to appoint highly skilled, dynamic, flexible and committed staff with the potential to help us realise our vision and strategic objectives. The appointing panel will, therefore, require sufficient evidence of ability and achievement in each of the following areas in order to make an appointment.

Category	Essential	Desirable	Evidence
Qualifications			
Educated to degree standard (or equivalent experience)	✓		Application
Professional qualification and/or membership of relevant professional body (e.g. CIPR, CIM)	✓		Interview
Knowledge and understanding			
Experience of developing and delivering marketing strategy for a diverse portfolio	✓		Application Interview Portfolio of work
Line management experience or demonstrable leadership skills	✓		
Proven ability to successfully develop and implement multi-channel marketing and communication plans	✓		
Knowledge and experience of stakeholder communications	✓		
PR or media relations experience		✓	
Experience of delivering change management		✓	
Experienced in deploying resources and project management	✓		
Experience of cost conscious financial planning, budget monitoring and control		✓	
Experience in content marketing and digital marketing	✓		
Experience of using data and its analysis to inform decision-making and campaign planning	✓		
Skills and attributes			
Ability to work within teams, lead and motivate others in a changing environment	✓		Application Interview Portfolio of work References
Excellent interpersonal and communication skills including report writing, copywriting and/or editing skills	✓		
Ability to influence senior people and events through personal visibility, evidenced argument and high levels of skills in professional discipline	✓		
Capacity to plan and work strategically	✓		
Able to make, or advise on, and implement difficult or unpopular decisions as appropriate	✓		
Good planning and organisational skills with the ability to manage conflicting demands and meet deadlines	✓		
Core			
Able to work flexibly including regular travel across the geographic coverage of the group and occasional evenings, according to the needs of the service	✓		Interview Pre-employment Checks
The post holder will be subject to an enhanced Disclosure & Barring Service check	✓		

Prior to confirming an appointment to the Trust, individuals are asked to complete a medical questionnaire in order that the Trust's Occupational Health provider can ascertain their medical fitness for the post	✓		
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