



**North East
Learning Trust**

Communications and Marketing Manager
North East Learning Trust
Applicant information pack

Communications and Marketing Manager

Required as soon as possible

Starting salary depending on experience and qualifications

£30,451 – 34,728, full time equivalent

The Trust will consider Term Time only, Full Time or a blend of both

At the North East Learning Trust, our vision is simple and shared by all staff – that every child experiences excellence every day. This culture permeates everything we do and everyone's role. The purpose of the NELT Institute is to extend our vision for excellence beyond our schools' gates.

We are looking for a skilled and dedicated colleague to join our growing team. You will be responsible for managing our external communications and marketing with the aim of maximising teacher engagement with our range of professional development offers.

We are at an exciting point in our development. Over recent years, the range and quality of support that we provide to other schools has grown and diversified. We have just been appointed a Teaching School Hub meaning that we will be responsible for critical aspects of teacher development across our region. We are now bringing together all of our external offers into The NELT Institute to optimise both our internal operations and how we meet local schools' needs.

The Communications and Marketing Manager role is new and will play a central role in the next phase of our development. This will be a rewarding job where you will plan and deliver an integrated communications and marketing strategy to maximise engagement with the NELT Institute and ensure an excellent user experience for our programmes.

Our ideal candidate will be analytical, well-organised and committed to ensuring our work is of the highest standard. You will be able to craft messages that cut through with busy teachers. You will write really well and care about good writing. You will be strategic in developing and implementing our communications and marketing strategy.

Deadline:

Monday 12th April at 12 pm. Shortlisting will take place Tuesday 13th April, with interviews taking place week commencing Monday 19th April.

How to apply:

Application packs can be downloaded from the website. The application form should be completed and returned to debra.livingston@nelt.co.uk or by post to Debra Livingston, The Academy at Shotton Hall, Passfield Way, Peterlee, SR8 1AUD

Job description

Post title:

Communications and Marketing Manager

Responsible to:

NELT Institute Directors

Job purpose:

Plan and deliver an integrated communications and marketing strategy to maximise engagement with the NELT Institute and ensure an excellent user experience.

Duties and responsibilities:

With support from the Trust communications and marketing team:

- Develop and implement an integrated communications and marketing strategy, associated communications and content plans that support the NELT Institute to meet its strategic objectives.
- Take a leading role in ensuring that schools and partners engage with the Institute.
- Manage the development of core NELT Institute corporate materials.
- Design and manage all NELT Institute websites and social media channels.
- Design and manage all programme communications, including advertising campaigns and newsletters.
- Manage all Institute media enquiries.
- Identify potential thought leader content for national press/blogs/networks.
- Develop the Institute's culture of continued professional learning by ensuring all staff understand and support excellent communications and marketing.
- Contribute to the development of communications processes to ensure that all visuals and messaging is consistent with Trust corporate style.
- Identify and exploit opportunities for cross collaboration across different strands of our work so that they are mutually reinforcing.
- Develop and support effective internal communications processes.
- Develop and manage an online booking hub for programmes.
- Apply industry best-practice to manage the Institute's systems for customer relationship management.
- Use data effectively to maximise user experience.
- Develop a market research plan to evaluate and improve the user experience.
- Coordinate communications with partner organisations to maximise programme engagement.
- Contribute towards reporting for trustees and external organisations.

The above list of duties is extensive but not exhaustive and may not identify each individual task which may reasonably be requested of the post holder. Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

This job description is current at the time of post, but, in consultation with you, may be changed by the head of school to reflect or anticipate changes in the job commensurate with the grade and job title.

Person specification

	Essential	Desirable
Education/traini	Demonstrable experience/qualifications) in a communications/marketing role	<ul style="list-style-type: none"> • Demonstrable previous exposure to professional graphic design environment • Demonstrable experience of digital advertising techniques.
Experience	<ul style="list-style-type: none"> • Brand development and management • Delivering integrated marketing/communications campaigns • Website management and design and analytics • Social media planning and management 	<ul style="list-style-type: none"> • Specialist communications/ marketing skills, like search engine optimisation • Media handling and reputation management experience • Knowledge about schools and the educational landscape • Experience of market research techniques
Aptitude and	<ul style="list-style-type: none"> • Confident all-round communicator • Exemplary written communication • Keen awareness of communication risks and opportunities 	<ul style="list-style-type: none"> • Experience writing for a range of media and audiences
Personal	<ul style="list-style-type: none"> • Excellent interpersonal skills • Confident adapting to changing circumstances • Excellent attention to detail 	<ul style="list-style-type: none"> • Comfortable engaging professionally with senior stakeholders • Comfortable with a high degree of autonomy

References:

Any relevant issues arising from references will be taken up at interview.

DBS and pre-occupational health:

The North East Learning Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Any offer of employment will be subject to receipt of a satisfactory DBS Enhanced Disclosure.

An enhanced DBS check and pre-occupational health check are an essential part of the selection and recruitment process.

Equal opportunities:

We are an equal opportunity employer. We want to develop a more diverse workforce and we positively welcome applicants from all sections of the community.

Applications with disabilities will be granted an interview if the essential job criteria are met.