

Marketing, Public Relations & Communications Officer

Candidate Information Pack



Inclusion

Progression

Excellence



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Welcome from the Chief Executive Officer

Dear Applicant,

Thank you for expressing an interest in this newly established Marketing, PR & Communications role at New College Durham Academies Trust.

This is an exciting time to join us – as we embark on a period of transformational change. As newly appointed Chief Executive Officer and alongside an enthusiastic, skilled and committed Trust Board, I will give my full support to the successful candidate.

First and foremost, this is a rare opportunity to make a tangible impact on the future life chances of our students, irrespective of their background or starting point.

Consett Academy - received its last Ofsted Inspection in March 2020, moving us from a Good school to Requiring Improvement – with good judgements in behaviour and attitudes; personal development and sixth-form provision. It remains a popular over-subscribed academy and has the potential to be an outstanding educational provider. We also have a clear mandate to grow our Sixth form, which is currently successful but relatively small. This role will help us do just that.

North Durham Academy was last inspected in October 2018, moving us from Inadequate to Requiring Improvement. Since then, decisive action has been taken and a National Leader of Education has been appointed as Principal. The Senior Leadership Team has been strengthened and there is a drive to ensure consistently of good or better teaching in all subjects; as well as improving student progress with disadvantaged groups. During a period of rapid change, staff morale remains high and overall numbers are increasing.

The Trust are keen to expand the number of schools within the MAT as soon as possible. This role is integral to our growth and if successful you will be instrumental in the framework to allow this to happen.



We are all working towards one vision and that is to establish a high performing family of schools, founded on inclusive principles and high expectations. We place an unrelenting focus on school improvement where teaching and learning always comes first and students are at the forefront of any decision-making.

You will also be expected to promote opportunities for schools in the MAT to work closely together. For staff, this could be joint CPD, new initiatives and peer reviews and for students, effective communications with parents/carers and students – building community engagement.

If you believe you have what it takes to help shape our Trust to be an Employer of Choice and regional educational influencer, we would love to hear from you.

For interested candidates, I would encourage you to visit our fantastic schools to see for yourself the superb learning and working environments that we have. Should you wish to take up this offer, please email our HR Team at hr@ncdat.org.uk whereupon a mutually convenient date and time will be arranged.

Yours faithfully



Linda Rodham, Chief Executive Officer
New College Durham Academies Trust

Vision and Ethos

Our Academies are at the heart of their local communities and strive to deliver on our founding principles of *Inclusion, Progression* and *Excellence* which supports a central vision of '*Students First*'.



The principle of *Inclusion* provides opportunities for students of all abilities, aspirations and backgrounds and involving staff, governors, students and the wider community in determining the direction of our Trust. Our curriculums are broad and challenging, with the academic success of students at the heart of what we do.

To encourage *Progression*, the Academy provides effective advice and guidance. This enables learners to make informed and appropriate decisions for future study and employment, encouraging them to take on new challenges and reach higher levels of achievement.

The focus on *Excellence* underpins all we do whether in learning areas; working in the community of governing and leading the Academy.

The Trust recognises that **safeguarding** our children and young people is core to all our activities, and we expect all staff, volunteers and wider stakeholders to share this commitment.

Our Aims are:

- To ensure our Academies are centres of excellence with a focus on the nurture and achievement of all their members;
- To promote mutual support, encouragement and benefit between our academies;
- To develop, as the core foundation of academic achievement, a strong culture of professional development amongst our staff;
- To celebrate and maintain the unique identity of communities we serve with each Academy/School at the heart of its community;
- To recognise and enable all those who often remain invisible, through ethnic or cultural disadvantage, or through disability or poverty to achieve their full potential.

Consett Academy



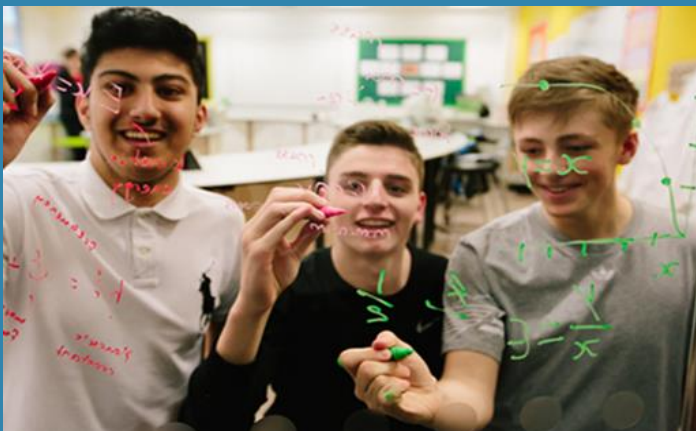
“It was a pleasure to visit Consett Academy! The visit was well organised, the staff were all excellent and the students were brilliant.”

Mr P Wilson (prospective parent))



Consett Academy is an over-subscribed larger than average 11-18 Academy with over 1400 on roll in years 7-11 (PAN 1500) and a sixth form of over 100. The Academy draws students from Consett town centre and the surrounding area. It successfully works with 11 partner primary schools but takes students from at least another 10 faith/non-faith primary schools in the area.

The proportion of disadvantaged students who attend Consett Academy and are supported by the pupil premium funding is above the national average (30%). The proportion of students who have an EHCP is below the national average. The Academy currently has 15 Looked After Students on roll who are from a number of different authorities. The attainment on entry is generally above average in most year groups.



Visit us at: <http://www.consett-academy.org.uk>

North Durham Academy

North Durham Academy is a broadly average-sized 11-18 Academy with approximately 1000 students on roll but with the capacity to grow to 1500. The Academy is served by a range of both high performing and improving primary schools and student admissions are healthy, increasing year on year. The sixth form is small and currently subject to review.

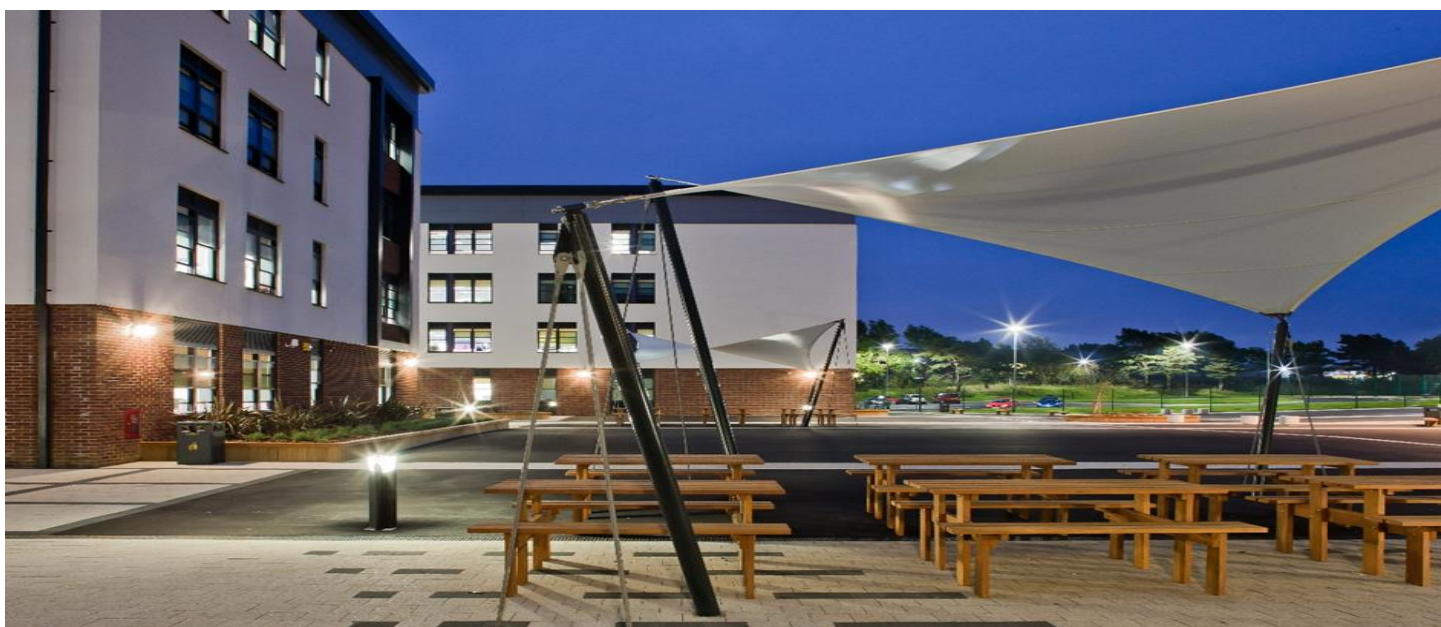
The Academy is situated on the main High Street in Stanley, a former mining town which is continuously developing. The catchment area encompasses students from a wide range of backgrounds, some of which present a number of social challenges. The proportion of disadvantaged students who attend North Durham Academy and are supported by the pupil premium funding is well above the national average (52%). The proportion of students who have an EHCP is also above average. The Academy currently has 4 Looked After Students on roll. Levels on entry range from the most able students to those where everyday school life presents regular challenges.

"I have worked at the academy for 6 years now in various roles, starting as an Associate Teacher of Music, then trainee teacher, NQT and working my way up to head of department. NDA has given me plenty of opportunities to develop my teaching practice, from personalised CPD sessions to my current role of 'aspiring leader' where I have been encouraged to gain leadership and management experience by creating and leading on my own whole school project. The staff at NDA are incredibly supportive and there's a real sense of 'teamwork' across the directorates. Working at NDA is a challenging but rewarding experience where you can certainly make a difference to the lives of the young people in our care".

Bethany Robson – Sport and Performing Arts



Visit us at: <https://www.northdurhamacademy.co.uk>



Advertisement and How to Apply

New College Durham Academies Trust (NCDAT) is seeking to appoint an exceptional, highly aspirational individual with a strong track record of Marketing, PR and Communications to join us in this newly established role.

The Trust currently comprises two large secondary Academies housed in state-of-the-art facilities located in Stanley and Consett (North West Durham), where everyone matters equally. We are keen to grow the Trust and this role will be integral in our expansion plans.

Marketing, PR & Communications Officer - 37 hpw – Term Time Only + 2 weeks

**Grade 5-6 £27,041 - £34,729 pa whole time equivalent (£24,878 - £31,951 reflects actual salary)
Starting salary negotiable, dependent upon qualifications and experience**

We are seeking to appoint a creative, dynamic marketing professional to lead NCDAT's marketing strategy at an important point in the Trust's growth. This role is responsible for devising, developing and delivering the Trust's marketing strategy aimed to grow recruitment and brand awareness.

The ideal candidate will be expected to play an active, hands on role in the implementation of the strategy and will be comfortable working at strategic and operational levels.

Using marketing intelligence, you will provide expert advice and guidance to senior leaders across the Trust on developing their individual brands and provide strategies to: -

- increase student numbers where required
- attract and retain high quality staff
- ensure effective communications both internal and external (including social media)
- improve the Academies/Trust's profile in the Community
- develop and promote NCDAT as a brand as its own identity

You will devise and implement quarterly plans, track their effectiveness and report on key performance indicators. The role will involve working closely with the Trust's recently appointed CEO as well as Senior Leadership Teams in our academies, admissions and teachers to ensure that the Trust's key messages are communicated as broadly as possible.

The appointment is term time only plus two weeks in August. Hours of work will be discussed with the successful candidate but flexibility in hours will be required on occasion to meet the demands of the post, in particular to support evening and weekend events.

To arrange an informal and confidential conversation / or meeting about this post with the Chief Operating Officer for our Trust, Mr Andy Collishaw, please email hr@ncdat.org.uk to arrange a mutually convenient time.

Interested? Candidate information packs are available on TES or via www.ncdat.org.uk/current-vacancies
Please submit your completed application via email to hr@ncdat.org.uk CVs will not be accepted.

Closing date for applications is: Wednesday 2nd February 2022
Interviews will be held week beginning: Monday 14th February 2022

New College Durham Academies Trust is committed to safeguarding and promoting the welfare of our students and young people. We have a robust Safeguarding Policy and all staff will receive training relevant to their role at induction and throughout employment with the Trust. We expect all staff and volunteers to share this commitment. This post is subject to a satisfactory enhanced Disclosure and Barring Service criminal records check for work with children.

Job Description



Post: Marketing, PR & Communications Officer
Responsible to: Chief Operating Officer (COO) or another delegated person
Grade/Level: Grade 5/6 – term time only + 2 weeks

Core Purpose

The postholder will be responsible for all aspects of marketing, PR and communications across the Trust. This will include designing, developing and implementing a marketing strategy which raises the profile of the Trust brand both internally and externally. They will be expected to play an active, hands on role in delivery of the strategy and will be comfortable working at strategic and operational levels as required. Using marketing intelligence, they will provide expert advice and guidance to academies within the Trust on developing their individual brands and provide strategies to: -

- Increase student numbers where required
- Attract and retain high quality staff
- Ensure effective communications both internal and external (including social media)
- Improve the Academies/Trust's profile in the Community
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Key Responsibilities

- Using local marketing intelligence, develop and implement a coherent marketing strategy that supports the Trust in its vision and aims
- Manage all aspects of the Trust's brand development to ensure it remains consistent with the Trust's vision and core principles and that the reputation of the Trust is elevated locally, regionally and nationally
- Preparation of business cases, reports and rationales for the Trust Board as agreed with the Trust CEO
- Drafting internal and external communications for the Trust CEO
- Promoting good marketing practice across the Trust by supporting academies to develop positive stakeholder communications
- To work with the Trust CEO, COO and Principals to seek and create positive news opportunities around key times of the year including results days
- Develop a Trust wide recruitment brand in consultation with HR and promote agreed brand guidelines
- Maintain and develop the NCDAT website and individual academy websites and monitor website compliance across the Trust
- Develop creative marketing strategies to increase admission levels and support with implementation of marketing campaigns to achieve agreed objectives

- To design promotional material such as leaflets, videos and digital media in line with safeguarding protocols
- Work with third party providers to manage all aspects of print production
- Work with the Trust CEO and Principals to handle any issues which might impact on the reputation of the Trust and deal with them in an intelligent, timely and effective manner
- Build ongoing, strong relationships with local media outlets and prepare statements and responses to press enquiries which might be contentious in nature
- Create social media PR strategies and manage the Trust's social media platforms, ensuring the activities within the Academies are actively promoted
- Manage effective, high quality and successful Trust wide marketing events such as celebrations, opening ceremonies and conferences
- To raise the profile of Trust events to attract influential education partners and businesses
- Support the marketing of school facilities, including lettings, to provide income generating opportunities
- Manage the Trust's central marketing budget

VARIATION IN THE ROLE

Given the dynamic nature of the role and structure of the Trust, it must be accepted that as the Trust's work develops and changes, there will be a need for adjustments to the role and responsibilities of the post. The duties specified above are therefore not to be regarded as either exclusive or exhaustive. They may change from time to time commensurate with the grading level of the post and following consultation with the post holder.

EQUALITY AND DIVERSITY

The Trust is committed to equality and diversity for all members of society and will act to discharge this responsibility. Many of the actions, however, will rely on individual staff members to embrace their responsibilities with commitment, to ensure a positive and collaborative approach to Equality and Diversity. This will require staff to support the Trust's initiatives on Equality and Diversity that will include development and training designed to enhance practices and the experiences of staff, students and visitors to the Trust, with an all- inclusive approach that celebrates differences. Failure to embrace these commitments may lead to formal action.

COMMITMENT TO SAFEGUARDING VULNERABLE GROUPS

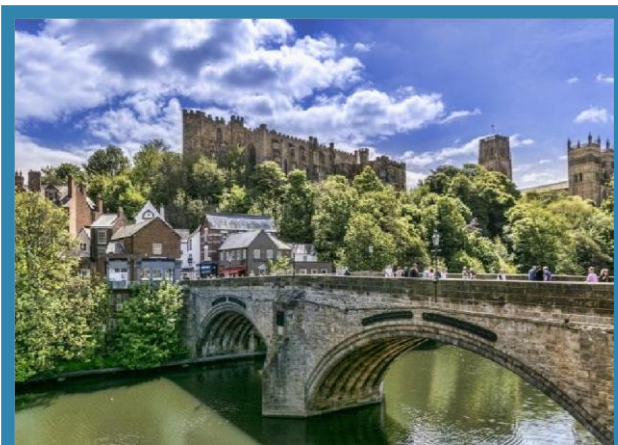
The Trust is committed to safeguarding and promoting the welfare of children and young people, as well as vulnerable adults, and expect all staff and volunteers to share this commitment. This postholder must ensure that the highest priority is given to following guidance and regulations to safeguard children and young people.

| | |
|---------------------------|-------|
| Name of Post holder: | |
| Signature of Post holder: | Date: |

Person Specification

| KNOWLEDGE AND EXPERIENCE | | Essential/ Desirable | How Identified |
|--------------------------|---|-------------------------|-------------------|
| 1 | Track record of delivering effective and innovative marketing strategies and plans. | E | AF/I/R |
| 2 | Evidence of implementing marketing initiatives across a wide range of media | E | AF/I |
| 3 | A sound understanding of digital marketing | E | AF/I |
| 4 | Good knowledge of web and content management systems | E | AF/I |
| 5 | Experience of dealing with the press | E | AF/I |
| 6 | Strong networking and influencing skills | E | AF/I |
| 7 | Experience of delivering multi-channel marketing delivery to a variety of audiences. | E | AF/I |
| 8 | Extensive portfolio of previous work | D | AF/I |
| 9 | Knowledge of WordPress web and content management systems | D | AF/I |
| 10 | Established local media contacts and networks. | D | AF/I |
| 11 | Experience of working in an educational environment | D | AF/I |
| QUALIFICATIONS | | | |
| 12 | Degree level qualification in relevant subject (marketing/media/communications) or excellent relevant knowledge developed through extensive experience. | E | AF/C |
| 13 | Digital Marketing Diploma | D | AF/C |
| 14 | Membership of CIM or CIPR | D | AF/C |
| SKILLS AND ABILITIES | | | |
| 15 | Excellent communication, organisational and interpersonal skills. | E | AF/I/R |
| 16 | Able to establish and maintain positive relationships (staff, agencies, external/internal etc.). | E | AF/I/R |
| 17 | Excellent written and proof-reading skills | E | AF/I/R |
| 18 | Decisive | E | AF/I/R |
| PERSONAL ATTRIBUTES | | | |
| 19 | Self-motivated and hard working | E | AF/I/R |
| 20 | Willingness to be flexible and work to meet the best interest of the Trust | E | AF/I/R |
| 21 | Open, honest and approachable | E | I/R |
| 22 | Innovative and creative | E | I/R |
| AF – Application Form | | C – Certificates | I – Interview |
| | | R – References | |

Living and working in the North East



We have some of the most stunning landscape in the country on our doorstep. From the Northumberland Coast to the North Pennines, Kielder Forest and Park, to Durham Heritage Coast and Hadrian's Wall, to Whitley Bay, there are some beautiful places to spend your leisure time. Travel south and within an hour you can be in the North York Moors or due North are the wilds of Northumberland – now officially a 'dark sky' national park. There are plenty of places to explore. If you enjoy a stroll on the beach with the dogs; a hike with the camera, or even something a bit more adventurous, you can find it all in the North East.

When people think of the North East, most picture mining, steel and football. But there are plenty of museums and galleries here to rival those in other areas.

There's the BALTIC Centre for Contemporary Art, the Sage, Middlesbrough Institute of Modern Art (mima), Beamish Museum, The National Glass Centre, and many, many more. Plus, there are hundreds of historical sites and museums to visit, from Hadrian's Wall to Alnwick Castle and Gardens.

If food and drink is your thing, the region has a diverse and vibrant nightlife and you are spoilt for choice for places to eat from quality street food to Michelin star restaurants.

Our rugged coastline has idyllic beaches and quaint seaside towns. You can travel out by boat to the Farne Islands to see the wildlife, or drive over the causeway



to Lindisfarne when the tide is out. To the East you have the beaches of Roker, Seaburn and Tynemouth as well as the beautiful Northumberland coast line. One of the best things about living in the North East is how easy it is to access other places. You can travel anywhere in the region in less than two hours, plus we have Yorkshire, the Lake District and Scotland on our doorstep. The excellent rail and air links are in close proximity and provide a platform from where you can travel further afield.

The North East of England has housing that caters to all budgets, whether you prefer the urban bright lights of city living or a slower pace within a rural village and everything in between; it has some of the cheapest property to be found anywhere in the UK. Whilst often overlooked by people in other parts of the country, the North East of England is a brilliant, welcoming and diverse place to work, rest and play.