

INFORMATION PACK

Marketing and Communications Manager

Bright Futures Educational Trust

Bright Futures Educational Trust (The Trust) is a multi-academy trust set up in 2011 and is a growing Trust, more schools will be joining us soon. The Trust is made up of a richly diverse group of schools in Greater Manchester and Blackpool. We are passionate about working together within and beyond the Trust to achieve our aspirational vision: the best *for* everyone, the best *from* everyone. We are an organisation that is underpinned by values of: community, integrity and passion. In everything we do, we remember that we are accountable to the children, families and communities that we serve.



Our schools have their own identities and form one organisation and one employer, Bright Futures Educational Trust. Bright Futures' Board of Trustees maintains strategic oversight of the Trust and delegates some of its responsibilities to the Executive Team, Principals and local governing bodies. We place a high value on integrity and probity and take seriously our accountabilities for making the best use of public money. How decisions are made is described in our delegation framework. You can find out more about the Trustees and the Executive Team on our website: <http://bfet.co.uk/about-us/>.

The Alliance for Learning is our Teaching School and is another component of our organisation. It partners with many schools across the North West, including our own. The Teaching School includes a maths hub, a SCITT, a broad range of professional learning and wider network opportunities. Please see the website for more details <http://allianceforlearning.co.uk/about-us/welcome-director-of-teaching-school-and-partnerships/>.

The central team, comprises the Executive Team: John Stephens, CEO; Edward Vitalis, Chief Operating Officer; Gary Handforth, Director of Education; Lisa Fathers, Director of Teaching School and Partnerships and Lynette Beckett, Director of HR & Strategy. The focus of these roles is to work with schools, providing high quality and timely guidance, leadership, challenge and support. In addition to the executive team, we have a central finance operation, an educational psychology team, a network manager, a receptionist and a trainee HR Assistant. Please see our website brochure which explains how our central services operate: [Working together for a Bright Future](#)

Collaboration and strong relationships form one of the 'commitments' in our Strategy and all components of the Bright Futures' family work closely together. Our Strategy was developed collaboratively and can be found on our website: [Our Strategy](#).



Bright Futures

A great place to work

We offer a great opportunity to join an organisation which really lives its values. Our working environment is very inclusive and whilst you can expect to be challenged in your role, you will be supported through professional learning, treated fairly and with dignity and respect.

Why work for us?

Terms and Conditions

Salary:

NJC scale points 31 to 35 (Bright Futures scale 8). The full time equivalent pay is £34,728 rising to £38,890 per annum. The actual pay based on the below working pattern commencing £27,973 rising to £31,325, per annum actual pay. Pay progression is linked to performance.

Working weeks:

This is a great opportunity for flexible working as the role will work 38 weeks during school term time and an additional four weeks to be agreed. A total of 42 weeks.

Hours:

36.25 hours per week over 5 days. Flexible working will be considered, please discuss at interview if you wish this to be considered.

Holidays:

You will be paid for the prorata equivalent of 25 days, plus 8 public holidays. This increases to 30 days plus 8 public holidays after 5 years' service.

Pension:

Local government pension scheme. Please take a look at the website: <https://www.gmpf.org.uk/>

Other:

We offer salary sacrifice schemes for purchasing cycles and technology, through monthly interest free salary deductions.

How to Apply

We can only accept completed application forms, rather than CVs. This is because the regulatory guidelines of Keeping Children Safe in Education, require us to check various details of job applicants and an identical application format for each candidate enables us to do this.

Our website contains our application form and disclosure of criminal background form. **Both** completed forms should be emailed to vacancies@bfet.uk by 5pm on Monday 15 March 2021.

The selection process will in all likelihood be conducted virtually, so candidates will need access to a device with a camera and a microphone to participate. The selection will take place on Monday 22nd March 2021.

Keeping Children Safe in Education

Bright Futures Educational Trust is committed to safeguarding and promoting the welfare of children and young people and we expect all staff and volunteers to share this commitment. This post is exempt from the Rehabilitation of Offenders Act 1974; pre-employment checks will be carried out and references will be sought for shortlisted candidates and successful candidates will be subject to an enhanced DBS check and other relevant checks with statutory bodies.

Data Privacy

You can the details of how we use the personal data that you provide us with in our Job Applicants' privacy notice on our website: <http://bfet.co.uk/wp-content/uploads/2018/07/BFET-Applicant-privacy-notice-002.pdf>

JOB DESCRIPTION

Marketing & Communications Manager

Reporting to the Director of Teaching School and Partnerships

JOB SUMMARY

- Develop a strategic marketing strategy with the Director to support the strategic aims of the Trust.
- Provide strategic support to the Executive Team on aspects of the central functions
- Deliver the marketing strategy through a comprehensive marketing plan.
- Lead on digital content and channels ensuring that they are used effectively and integrated into the marketing plan
- Manage PR across the Trust and its schools
- Be the curator of content for the trust digital platforms
- Be the first point of contact internally and external for all marketing and communications issues, ensuring that any sensitive issues are passed to the Director in a timely manner.
- Produce compelling content in a variety of formats
- Manage market research projects and support schools with market analysis including competitor, student recruitment data and future intake planning.
- Provide strategic support to the leadership teams in each school on all aspects of marketing student recruitment
- Take a lead on digital developments including intranet, website and on-line delivery
- Support and advise the Executive Team on marketing and communication activities

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

Marketing and communications

- Work with and support all schools and the teaching school in the Trust with their marketing activities.
- Design and produce marketing literature using a design package such as Adobe InDesign. Ensure that all work is compelling, relevant to the audience and accurate.
- Pro-actively seek stories from within the schools ensuring that all schools are covered and secure external exposure.
- Develop a systematic approach for the production of newsletters for stakeholders.
- Write award applications for endorsements in areas where the Trust and its school excel.
- Manage a small marketing budget ensuring value for money.
- Create all promotional materials and adverts.

Brand management

- Act as brand custodian and manager, increasing brand awareness within the community and beyond and ensure that the brand guidelines are followed through the Trust.
- Ensure all digital content and channels comply with the Trust's brand identity, guidelines and key messaging.

Websites and digital

- Manage and develop all websites within the Trust, working with external suppliers where needed.
- Manage the content of the Trust's websites, ensuring it is accurate, engaging and effective.
- Monitor, evaluate and report on digital channel usage to help inform and evaluate marketing and communications activity through analytics.
- Undertake regular audits of the websites to ensure accuracy and performance.
- Research, write and edit engaging and effective content for a broad range of communications channels and key strategic documents for the Trust and its schools.

- Produce and publish multi-media content, including graphics, film and photography, across all digital channels.
- Produce video and audio content in-house and work with external suppliers where required.
- Produce graphics for a range of digital communications, including social media, web and video.
- Create a stock of images and digital content for use in marketing materials and online presence.

Marketing support for pupil recruitment

- Carry out market research and market analysis including competitor, recruitment data, trends and future intake of pupils planning for those schools needing extra support.
- Develop, implement and evaluate pupil recruitment plans and campaigns for schools.
- Research, write, edit content and source images for school prospectuses for both online and print.
- Develop and support schools with digital resources for open events and enrolment activity.
- Take photographs and where appropriate film events and activities.

Teaching School/Alliance for Learning

- Develop and improve the marketing and recruitment strategies for the SCITT (School Centered Initial Teacher Training)
- Improve brand awareness of the teaching school and it's offering across the region
- Support the Director of Teaching School and Partnerships with engagement of partners and schools as needed

Support to Executive Team

- Provide support to the Director of HR and Strategy for Comms/PR around staff recruitment and employer branding.
- Support the Executive Team to embed more visibility of the Trust vision, values, commitments and employer brand through creative digital content and management of Trust internet and intranet.
- Support the Executive Team with any associated publications.

Other

- Our Trust would always consider a flexible approach to working
- Any other duties requested by the Director or other member of the Executive Team.
- Attend relevant meetings as required, acting as a role model consistently promoting the Trust's vision, values and commitments.
- Acting as an ambassador ensuring that the Trust's high standards are promoted at all times.
- A commitment to maintaining confidentiality and discretion inside and outside work

Training and Development

Bright Futures is committed to the professional development of all staff.

PERSON SPECIFICATION

Category	Essential	Desirable	Method of assessment
Qualifications, Education, training	<ul style="list-style-type: none"> • A degree or equivalent in communications, marketing, public relations, journalism or a related discipline • GCSE English and Mathematics up to GCSE level grade C or above. 	<ul style="list-style-type: none"> • Chartered Institute of Marketing or Chartered Public Relations qualification 	<ul style="list-style-type: none"> • Application form • Certificates
Relevant Experience	<ul style="list-style-type: none"> • Experience of working in a marketing environment • Experience of producing engaging and effective content for a variety of audiences across a range of communications channels. • Experience of using a range of digital platforms · A willingness and ability to provide assistance across a range of departments. · • Strong inter-personal skills and relationship management 	<ul style="list-style-type: none"> • Experience of working in an educational setting • Experience of managing budgets and finance 	<ul style="list-style-type: none"> • Application form • Interview
Knowledge, skills and abilities	<ul style="list-style-type: none"> • Working knowledge of Microsoft Office, including Word, Excel and PowerPoint. • Knowledge of best practice in digital marketing, web design, user experience and social media • Strong verbal and written communication skills. • Ability to build strong working relationships with all stakeholders 	<ul style="list-style-type: none"> • Photography and video recording skills • Working knowledge of applications for graphic design, video and audio editing. • Experience of working in a fast paced marketing environment • A driver and car owner as travelling between sites will be required 	<ul style="list-style-type: none"> • Application form • Interview • Task

Category	Essential	Desirable	Method of assessment
	<ul style="list-style-type: none"> • Ability to work under pressure and unsupervised on own initiative working to tight deadlines • Excellent attention to detail • Ability to preserve confidentiality and discretion 		
Our Values	Community: Evidence of working together for a common purpose and encouraging diversity		<ul style="list-style-type: none"> • Interview • Tasks
	Integrity: Evidence of doing the right things for the right reason		<ul style="list-style-type: none"> • Interview • Tasks
	Passion: Evidence of taking personal responsibility, working hard and having high aspirations		<ul style="list-style-type: none"> • Interview • Tasks
Pre-employment screening	<ul style="list-style-type: none"> • Enhanced DBS check • 2 satisfactory employment references, from the last two employers • Evidence of the right to work in the UK 		<ul style="list-style-type: none"> • On-line DBS check • References deemed suitable by Bright Future • Passport or other evidence allowed by UK Home Office