



*Achieving excellence together*

*The Great Heights Academy Trust strives.  
to always provide an inspirational, positive, and welcoming environment  
where there is a sense of pride and fun and where everyone works together  
with confidence, enthusiasm, and mutual respect.  
We aim to nurture academic, personal, spiritual, and social.  
development in a caring and professional manner  
so that all achieve their full potential  
and all can reach GREAT heights.*



Providing a stronger, broader 2-18 trust offer in West Yorkshire

## Marketing and Communications Manager

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CANDIDATE INFORMATION PACK



## ► Welcome

Dear Colleague

I am delighted that you are considering the position of Marketing and Communications Manager at Great Heights Academy Trust.

We are seeking to recruit an individual who has the inspiration, drive, and motivation to make a difference to the lives of young people. It is a unique moment in time to join us as we embark on our exciting 2-18 journey.

The successful candidate will be responsible for raising the Trust profile by managing and delivering day-to-day marketing activity, including developing and leading a positive PR strategy, writing media releases, event management, managing advertising, and other critical marketing and communication.

The post will require regular liaison with a range of key stakeholders, Trustees, the Executive Team, Principals, Senior Leadership Teams within the Trust.

The Great Heights Academy Trust continues to play a pivotal role across the region providing specialist school improvement support. The MAT is passionate about providing high quality training for the next generation of teachers and is an accredited School Centred Initial Teacher Training provider (SCITT). We believe strongly in providing continuous professional development for all school staff we work with and those within our strategic partnership in order to support their career pathways. We currently are one of 28 National Research Schools and 34 English Hubs which are both based at one of our academy sites.

This is a great opportunity for an experienced and passionate Marketing and Communications specialist to shape the next strategic stage of our 2-18 provision and bring a fresh perspective to developments.

We hope that the candidate pack provided will give you all the information that you require. I look forward to receiving your application.

Best of luck to all.

Yours sincerely,



**Mrs Amanda Bennett OBE, CEO Great Heights Academy Trust**

## ► Overview of the Position for Great Heights Academy Trust

The Trust Board are seeking highly driven and talented individuals to join our thriving Multi-Academy Trust which is fully committed to making a difference to the life chances of our pupils. We are keen to hear from candidates who have a successful background in marketing and communications and who are capable of playing a major role in our evolving plan to deliver exceptional 2-18 provision for the pupils in our growing MAT.

The posts would suit an experienced individual in marketing ready for the next stage in their leadership pathway. We want to hear from individuals who have the leadership qualities and drive to make the most of this unique moment in time. The successful applicants should have a strong track record of impact and share the Trust's vision. You will need to be an articulate and strong communicator with proven strengths in engaging, inspiring and motivating staff at all levels.

## About the Trust

The Trust currently comprises of six primary schools: three in Calderdale (The Greetland Academy, West Vale Academy and Bowling Green Academy), one in Leeds (Raynville Academy) and two in Kirklees (Carlinghow Academy and Marsden Junior School). We currently have two secondary schools (The Mirfield Free Grammar and Colne Valley High School). We also have a Trust Head Office based at Riverside Mills in Elland.

To find out more about our Trust, please visit [Stakeholder Overview](#)

The successful candidates will join a highly collaborative network of leaders and managers. Each academy is different, reflecting the aspirations and leadership style of its Principal and local community needs.

*Great Heights Academy Trust is committed to safeguarding and promoting the welfare of pupils and expects all staff and volunteers to share this commitment. DBS checks are required for all posts.*

## ▶ Our Trust Vision

Our Trust vision has school improvement at its heart that will benefit all children in Trust schools.

## ▶ We aim to

- ✔ Develop an effective partnership of schools that share a commitment to raising standards.
- ✔ Strengthen the partnership by valuing the uniqueness of each school and expecting all schools to contribute.
- ✔ Foster relationships based on mutual respect with a balance of autonomy and accountability.
- ✔ Share expertise – both best practice and best practitioners.
- ✔ Develop all teachers and leaders through effective professional development.
- ✔ This Trust vision drives both our School Improvement Strategy and our Strategy for Growth.

## ▶ Our Vision and Values Statement

*The Great Heights Academy Trust strives to always provide an inspirational, positive and welcoming environment where there is a sense of pride and fun and where everyone works together with confidence, enthusiasm and mutual respect. We aim to nurture academic, personal, spiritual and social development in a caring and professional manner so that all achieve their full potential and all can reach GREAT heights.*

## Current Trust Academies and Designations

Our mantra across our partnerships embraces the following themes:

**G** Great teaching and learning opportunities for all in the partnership

**R** Real life opportunities to develop an understanding of the wider world

**E** Enthuse a love of learning and mutual respect

**A** Academic development to nurture potential for all

**T** Thorough accountability

GHAT has access to a wide support network through our designations. These offer support to all of our schools.





## Marketing and Communications Manager Job Description

<b>Post</b>	Marketing and Communications Manager
<b>Pay range</b>	PO1 – PO5 £35,745 - £39,186
<b>Hours of work:</b>	Full time, 37 hours per week
<b>Responsible to:</b>	Core MAT Team

### Prime Objectives of the Post:

- The Marketing and Communications Manager must work to establish better awareness of Great Heights Academy Trust, our ethos, and considerable achievements.
- The most important desired outcome is to maintain and raise the Trust's profile locally, regionally, and nationally.
- To raise our profile across a wider geographical area by managing and delivering day-to-day marketing activity, including developing and leading a positive PR strategy, writing media releases, event management, managing advertising and other critical marketing and communication activities.

Reporting directly to and working closely with the Core MAT Team.

Additionally, the Marketing and Communications Manager provides PR and marketing advice to all designations staff to make them more effective in their roles.

### Main Duties and Responsibilities:

The role may encompass all the following duties. The exact duties and responsibilities and workload balance will be determined in discussion with the post holder's line manager.

### Strategy and Planning

- Devise and deliver creative solutions for marketing Great Heights Academy Trust
- Carry out research and analyse marketing and shape the marketing strategy.
- Develop and deliver a consistent, relevant communications and events programme with key leaders.
- Lead on organising Feeder School Liaison events.
- Develop and manage the advertising campaign in line with the Trust's strategic aims and track its effectiveness.



- Track, monitor and evaluate all our marketing activity – both offline and digital. Regular reporting and analytics on impact, ROI, and value for money.
- Proactively identify areas for improvement in the Trust's customer service and communications and provide support and guidance to ensure all communications meet the highest standards.

### **PR and Media Management:**

- Build and maintain good working relationships with key journalists on a targeted media list (national and local newspapers, national and regional magazines, local radio stations, regional TV, and specialist education magazines). Develop a database of key editorial contacts to disseminate a regular supply of news stories representative of the wide range of activities and achievements of Great Heights Academy Trust.
- Build and maintain good working relationships with professional bodies and establish Great Heights Academy Trust as a 'go to' for information.
- Identify potential newsworthy stories and milestones across a wide range of activities at Great Heights Academy Trust and establish a protocol to release information to the media.
- Develop and lead a positive public relations strategy. This includes writing weekly news stories promoting the work and successes of our pupils, staff, and the Trust.
- On a termly basis, recommend a comprehensive programme for PR/Press.
- Identify topical and interesting matters for blog posts and help author them.
- Seek out press opportunities and liaise on stories for the website.
- As and when required, take photographs to support press releases and news stories for the website.
- Identify relevant stories, write, and copy when required and identify suitable photographs to update websites.
- Build and maintain excellent working relationships with all Trust Staff and be a point of contact for advice and support.
- Actively pursue opportunities for Great Heights Academy Trust to be recognised externally by nominating the Trust for relevant awards to achieve external recognition and validation.
- Continue to build better awareness amongst members of staff about the value of positive news coverage. Supply and share the monthly press coverage report.



- Explore, design, and produce a Trust magazine/newsletter/prospectus and write feature articles for each edition.
- Be available to respond and support in the event of a PR crisis.

## Digital

- Ensure that Great Heights Academy Trust maintains a dynamic and exciting digital content programme across all platforms.
- Be responsible for the content, style management and design of the Trust website whilst ensuring it is kept up to date with news and content to reflect life at Great Heights Academy Trust.
- Develop and implement a Search Engine Optimisation Programme, ensuring that the Trust consistently appears on the first page for key search terms.
- Oversee the Trust's social media activity, advising on the appropriate channels, messages, activities, and forward planning.
- Set up and manage the day-to-day activity of the Trust's Facebook account and review this regularly for comments that may need a response.
- Manage the reporting of key digital metrics, including Google Analytics and social media statistics to inform future marketing activity.

## Marketing

- Ensure all advert/directories are up to date, on message, drive effective sales and have a specific call to action.
- Provide direction on the design and content of posters, programmes, invitations and other printed or digital documentation.
- Source and order branded merchandise for Open Events, including banners and promotional materials.
- Guide and assist all staff in the application of the brand guidelines and corporate identity and act as a brand ambassador.
- Play a key role in the organisation and management of all relevant Trust events to ensure that the audience, internal or external, has a positive experience and receives all the appropriate information they require.



- Evaluate the success of each event.
- Represent the Trust at external events as required, such as development events.

### **Signage and Wall Art**

- Oversee all major signage projects across the Trust commissioning and installing new signs.
- Commission wall art projects across the Trust as and when required and work with designers to have these created and installed.

### **Other**

- Proactively work with all staff to encourage collaboration, innovation, individual and team creativity.
- Review current procedures and practices to implement and improve efficiencies.
- Uphold the values and aims of Great Heights Academy Trust
- Develop and maintain excellent working relationships across the Trust with pupils, staff, and parents.
- Attend inset days and other such meetings and events as required.
- Some flexibility of hours will be required, with occasional weekend, early morning and evening work required.
- Any other duty that the line manager may reasonably request.
- All staff are expected to comply with the Trust's Health and Safety policies in performing their duties.

For the avoidance of doubt, the duties and responsibilities contained within this job description may change from time to time according to the requirements of the role, and it is not intended to have a contractual effect.

### **Membership of the Trust**

- To be an ambassador for the developing MAT, ensuring both internal and external colleagues are aware of the vision, culture, and ethos within the trust.



- To contribute to the delivery of the MAT school improvement offer and subsequent gains of being in Great Heights Academy Trust.
- To ensure all trust systems, processes and procedures are adhered to, as requested from the Trust post holders.

**Safeguarding:**

As part of your wider duties and responsibilities you are required to promote and actively support the Trust's responsibilities and policies towards safeguarding and promoting the welfare of children, young people, and vulnerable adults. Safeguarding is about keeping people safe and protecting people from harm, neglect, abuse, and injury. It is about creating safe places, being vigilant and doing something about any concerns you might have. It isn't just about the very old and the very young, it is about everyone who may be vulnerable.

**Notes:**

The above responsibilities are subject to the general duties and responsibilities contained in the statement of Conditions of Employment. This job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and no part of it may be so construed. This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year, and it may be subject to modification or amendment at any time after consultation with the holder of the post. The duties may be varied to meet the changing demands of the Academy. This job description does not form part of the contract of employment. It describes the way the post holder is expected and required to perform and complete the particular duties as set out in the foregoing.



**Person Specification: Marketing and Communications Manager****Key to Identification:** A = Application I = Interview R = Reference

<b>Qualifications/Training</b>	<b>Essential</b>	<b>Desirable</b>	<b>A/I/R</b>
Degree educated or relevant marketing and PR qualification.	✓		A/I
Proven track record in PR and media management.	✓		A/I
Formal marketing qualifications e.g. CIM.		✓	A/I
Qualification in Digital marketing.		✓	A/I
<b>Work Experience</b>	<b>Essential</b>	<b>Desirable</b>	<b>A/I/R</b>
At least 3 years in a marketing role.	✓		A/I/R
Experience in holding responsibility for specific functions or projects.	✓		A/I/R
Experience in crisis communications.	✓		A/I/R
Significant experience at a senior level within a marketing and communications role.	✓		A/I/R
Experience of working under pressure and working to deadlines.	✓		A/I/R
Experience of working in an education environment.		✓	A/I/R
<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>	<b>A/I/R</b>
Thorough understanding of marketing and communications principles.	✓		A/I/R
Excellent knowledge of media management and PR protocols.	✓		A/I/R
Persuasive, concise copywriting skills.	✓		A/I/R
Ability to create dynamic and eye-catching digital media campaigns.	✓		A/I/R
Excellent knowledge of all social media platforms.	✓		A/I/R
Knowledge of GA4 and all analytics.	✓		A/I/R
Up-to-date knowledge of relevant marketing trends in multi-academy trusts.	✓		A/I/R
Knowledge and understanding of the desktop publishing and photo editing packages.	✓		A/I/R
Flexibility to respond to events/crises where there is press interest.	✓		A/I/R
Good understanding of the importance of safeguarding in schools	✓		A/I/R



Skills	Essential	Desirable	A/I/R
Ability to manage own and others' workload, meet deadlines and work to pre-set timescales.	✓		A/I/R
Able to work as part of a team.	✓		A/I/R
Excellent communication skills – excellent writing skills, persuading and influencing skills and an ability to deal with people of all levels.	✓		A/I/R
The ability to recognise what is newsworthy.	✓		A/I/R
The ability to identify a good photograph and set up photoshoots.	✓		A/I/R
Highly creative and innovative.	✓		A/I/R
Demonstrates a passion and interest in news and current affairs.	✓		A/I/R
Ability to think clearly and plan strategically.	✓		A/I/R
The highest standards of attention to detail.	✓		A/I/R
An extremely high standard of literacy and numeracy.	✓		A/I/R
Proactive problem solver.	✓		A/I/R
Professional approach and manner always.	✓		A/I/R
Ability to demonstrate discretion and confidentially.	✓		A/I/R
A natural customer service champion and ability to drive engagement.	✓		A/I/R
Adaptability and a willingness to learn.	✓		A/I/R
Thoroughness and reliability with the ability to manage projects to a conclusion.	✓		A/I/R
The ability to contribute actively to the Trust's development.	✓		A/I/R
Empathy and understanding of the aims of Great Heights Academy Trust	✓		A/I/R
Knowledge of filmmaking and video content planning.		✓	A/I/R
The ability to take good photographs is desirable but not essential.		✓	A/I/R
<b>Personal Qualities</b>			
A warm, engaging, and transparent personality	✓		A/I/R



Vision and creative flair – demonstrate visionary thinking and creative acumen to shape Great Heights Academy Trust’s marketing and communications strategies at an appropriate level.	✓		A/I/R
The ability to work independently.	✓		A/I/R
Motivation and initiative, and determination to drive Great Heights Academy Trust toward its mission and strategic goals.	✓		A/I/R
Ability to inspire confidence.	✓		A/I/R
Reliability and integrity.	✓		A/I/R
Determination to succeed and the highest possible expectations of self and others.	✓		A/I/R
A willingness to ‘go the extra mile’ with enthusiasm.	✓		A/I/R
An ability to quickly adapt to changes.	✓		A/I/R
Initiative and ability to prioritise one’s own work.	✓		A/I/R
High professional standards – uphold exemplary professional and personal standards when representing Great Heights Academy Trust.	✓		A/I/R
Efficient and meticulous organisation.	✓		A/I/R
Desire to enhance and develop knowledge through CPD.	✓		A/I/R
Commitment to the highest standards of child protection and safeguarding.	✓		A/I/R
Recognition of the importance of personal responsibility for health and safety.	✓		A/I/R
Able to attend evening meetings, if required.		✓	A/I/R



## ► Reasons to work at Great Heights Academy Trust



### A fantastic team

A highly skilled, loyal and supportive team of staff and senior leaders.



### Professional development

Bespoke professional development to ensure that you as an employee, 'reach great heights'.



### Career Opportunities

Career opportunities across the MAT.



### Cycle to work scheme

Tax free cycle scheme.



### Holiday package

The Trust provides staff with a generous holiday entitlement.



### Pension scheme

Contributory pension through West Yorkshire Pension Fund/Teachers' Pensions.

