



North East
Learning Trust

WE'RE LOOKING FOR A

COMMUNICATIONS AND

MARKETING OFFICER

TO JOIN OUR TEAM

Communications and marketing officer

Required as soon as possible

£22,911 – £25,295, Full time

The North East Learning Trust is seeking to appoint a communications and marketing officer to join our central communications and marketing team. The ideal candidate must be creative, enthusiastic and full of ideas – we are looking for a self-starter who is keen to develop their expertise.

The successful candidate will be joining us at a very exciting time in our development as a multi-academy trust, with this role supporting our continued growth across the north east.

It is a rewarding job where you will play an important part in providing an exemplary communications and marketing service to our five secondary schools, three primary schools and our teacher training provider, Shotton Hall SCITT.

We are looking for a communications 'all-rounder' with flair for copywriting who is experienced in delivering a broad range of communications and marketing activities including managing websites and press/social media handling. We are looking for someone who thinks differently and who can contribute to the development of exciting campaign ideas, social media content and PR strategies to help our successful multi-academy trust go from strength-to-strength.

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, teaching or non-teaching staff, ultimately exists to deliver this common aim.

Deadline:

Monday 3 June 2019 at 12 noon.

How to apply:

Application forms should be completed and returned with a supporting letter of no more than two sides of A4 to debra.livingston@shottonhallacademy.co.uk or by post to Debra Livingston; The Academy at Shotton Hall, Passfield Way, Peterlee, SR8 1AU.

Job description

Please provide full details of how you feel you meet the job description and person specification in your application.

Responsible to

Communications and Marketing Director

Main duties

- Supporting the development of website designs across the trust.
- Taking photographs and video clips across Trust schools.
- Preparing and publishing news stories and content for websites, social media and newsletters.
- Supporting the development/implementation and analysis of marketing campaigns and advertising strategies.
- Supporting the development/implementation of market research activities and evaluate the effectiveness of all marketing activity.
- Planning and supporting the delivery of open evenings and recruitment events.

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
Experience and qualifications	<ul style="list-style-type: none"> • Related degree/diploma or equivalent work experience • Wide experience in a media or communications role and a high level of skill in presenting material simply, clearly and creatively. • Proven experience of writing and editing material for public consumption. 	
Skills	<ul style="list-style-type: none"> • Excellent verbal and written communication skills, including proofing, grammar and spelling. • Experience of dealing with press enquiries/handling PR opportunities. • Experience of assisting in devising publicity campaigns. • Knowledge of promotional and marketing techniques. • Experience of managing multiple social media accounts. • Excellent interpersonal skills with the ability to build and maintain strong collaborative internal and external working relationships and to work alongside Trust staff to deliver innovative design solutions. • Strong organisational skills and ability to manage multiple projects across a range of schools and deliver to tight deadlines. • Ability to use initiative and to work autonomously. • Good awareness of design trends and creative thinking. • Excellent attention to detail. • Dedicated to own learning and development. 	<ul style="list-style-type: none"> • Basic photography skills. • Knowledge of Adobe Creative Suite. • Knowledge of digital advertising techniques. • Knowledge of search engine marketing techniques. • Knowledge of search engine optimisation techniques.

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.