

Job Title: Marketing, Communications & Executive Assistant to the Headteacher and Senior Leadership

Salary: SCP 18 – 24 (FTE £32,578 - £36,581) (Actual £28,404 - £31,892)

Location: Yardley Wood, Birmingham

Contract: Permanent, Term Time Only plus INSET days

Start: September 2026

Job Description:

Responsible to the Headteacher

Birmingham Diocesan Multi-Academy Trust is committed to safeguarding and promoting the welfare of children and young people and requires all staff to share this commitment. This post is subject to safer recruitment measures, including a DBS check.

Core Purpose

This is a key non-teaching role combining high-level executive support with strategic marketing and communications leadership.

The post-holder will:

- Provide confidential, efficient and proactive administrative support to the Headteacher
- Lead and develop the school's internal and external communications strategy
- Strengthen the school's brand, reputation and community engagement
- Support effective communication with staff, students, parents, governors and external partners

This is a fast-paced role requiring a highly organised graduate-level professional with excellent communication skills, discretion and creativity.

Key Responsibilities

1. Personal Assistant to the Headteacher

- Manage the Headteacher's diary, schedule and priorities
- Act as a first point of contact, handling correspondence, calls and visitors
- Prepare briefings, reports, presentations and documentation
- Coordinate SLT meetings, agendas and minutes
- Ensure follow-up on key actions and deadlines
- Handle sensitive and confidential information with absolute discretion
- Support with governance communication (e.g. papers for governors)
Assist with school improvement planning tracking where required

2. Marketing & Communications Leadership

- Develop and implement a **whole-school communications strategy**
- Oversee **branding, messaging and consistency** across all platforms
- Lead on:
 - Website content and development
 - Social media (e.g. Facebook, Instagram, X)
 - Newsletters and parent communications
 - Prospectus and marketing materials
- Promote the school's **values, successes and ethos** to the wider community
- Manage communication during **events, inspections or incidents**

3. Community & Stakeholder Engagement

- Strengthen communication with:
 - Parents and carers
 - Feeder schools and local partners
 - Trust / governors / external agencies
- Organise and promote **events (open evenings, showcases, celebrations)**
- Support strategies to improve **student recruitment and retention**

4. Content Creation & Storytelling

- Produce high-quality **written and visual content**
- Capture and share:
 - Student achievements
 - Curriculum highlights
 - Enrichment opportunities

Ensure communications reflect **inclusion, diversity and school priorities**

5. Strategic Support

- Advise the Headteacher on **communications risks and opportunities**
- Align communications with:
 - School Improvement Plan
 - Ofsted priorities
 - Trust / system developments
- Monitor engagement (website traffic, social media reach, parent feedback)
- Use insights to improve communication effectiveness

Category		Essential	Desirable
Christian Ethos	To actively support & develop the school and Trust's Christian ethos	X	
	Experience of working in a secondary Church of England School		X
	To be a practicing Christian		X
Qualification	Graduate-level qualification or equivalent experience	X	
	Qualifications relevant to this role		X
Experience	Marketing, communications or PR		X
	Graphic design or content creation skills		X
Professional Learning	Ability to identify own learning needs	X	
	Experience of working with other schools/organisations/agencies.		X
Knowledge and understanding	Website management (e.g. CMS platforms)		X
	Social media strategy and analytics		X
Skills and personal attributes	Excellent administration skills i.e. ability to manage / co-ordinate appointments both internally and externally	X	
	Excellent verbal and written communication skills	X	
	High level of IT competence (Microsoft 365, Excel and digital platforms)	X	
	Professional, proactive and solution-focused	X	
	Work independently, using own initiative	X	
	Trustworthy and discreet and able to handle confidential information sensitively	X	
	Strong attention to detail	X	
	Excellent time management and organisation skill.	X	
	Ability to keep detailed and accurate records.	X	
	Flexible and resilient attitude / approach.	X	