



**WANDLE
LEARNING
TRUST**

**Appointment of
Director of Marketing
and Communications**

CONTENTS

Executive summary	3
Leadership and governance	4
Job description	5
Key responsibilities	6
Appointment process and how to apply	9



EXECUTIVE SUMMARY

Wandle Learning Trust was founded in 2018 by Mark Siswick and Christian Kingsley, the leaders of Chesterton Primary School and Chestnut Grove Academy in Wandsworth. We are a growing family of 10 schools. Our teacher and curriculum development arm, Wandle Learning Partnership (WLP) provides operational support for our Department for Education designated Maths, English and Teaching School Hubs. WLP also provides its own menu of evidence-informed CPD and events which are rooted in local needs and enriched by national partnerships. This work benefits the Trust's own staff as well as thousands of colleagues across the sector.

We're also extremely proud to have co-founded the literacy and early reading provider, Little Wandle. Our SSP, Little Wandle Letters and Sounds Revised is now a market leader in English schools and we have recently launched a phonics intervention and assessment programme for struggling readers in Key Stage 3. Collectively we are united in the belief that there is no more important role than making a positive difference to children's lives.

Our aim is to ensure that as a result of attending an academy in the Trust, every young person will be inspired and empowered by their education. Inspired to build a purposeful and fulfilling life and empowered to make a valuable contribution to the world around them. As a Trust we believe in *Educating for life*, ensuring that our children are prepared for the next stage of their education, employment or training. Each academy will aim to achieve an outstanding judgement from OFSTED at the earliest appropriate point and be contributing to delivering world-class education within the Trust.

The Director of Marketing and Communications is a new senior leadership position reporting to the Chief Operating Officer (WLT) and Managing Director (LW). This role has been created to define how Wandle Learning Trust and its flagship programmes are understood, trusted, and chosen as we move into our next chapter.



LEADERSHIP AND GOVERNANCE



Leadership

Wandle Learning Trust is led by its Co-CEOs, Mark Siswick and Christian Kingsley and the COO, Tom Webster.

Mark, Christian and Tom work closely together on the strategic development and educational outcomes of Wandle Learning Trust and they also have individual responsibilities within the Trust.

Governance

The Trust is governed by a Board of Trustees chaired by Sian Mathias.

JOB DESCRIPTION

Wandle Learning Trust is committed to safeguarding and promoting the welfare of students. We expect all staff to share this commitment and maintain a vigilant and safe environment. All posts are subject to an enhanced DBS check.

The Director of Marketing and Communications will be expected to comply with and uphold, in all respects, all the Trust's policies including those on safeguarding, equality and diversity.

Reporting to: Chief Operating Officer (WLT - two days a week) and Managing Director (Little Wandle - three days a week)

Responsible for: Managing relationship with comms agency.

Location: Central office and Little Wandle office

Hours: Full time position

Salary: £81,200 to £86,200 (Pay award pending)

Main purpose of the post

This is a dual-focus role. You will spend two days a week driving the overarching Trust strategy and school-level support, and three days a week acting as the Creative and Strategic Architect for Little Wandle, directing the brand's evolution and commercial expansion while leading the design and content creation for the Little Wandle programme. You will also be responsible for managing the Trust's relationship with external marketing partners, including our current agency, Communitas.



KEY RESPONSIBILITIES

LITTLE WANDLE PROGRAMME (3 DAYS PER WEEK)

Member of LW leadership team: represent Marketing at regular leadership meetings, intersecting strategy, revenue growth, brand positioning and acquisition & retention.

Lead and manage marketing team: size and mix of employees / contractors / agency to be confirmed. Set KPIs, recruit, coach and develop marketing talent.

Marketing strategy: lead on developing annual marketing strategy, priorities and growth for LW, in the context of the overall LW strategy, priorities and targets, and update each quarter.

Marketing plan: lead on marketing and communications plan covering all LW programmes for primary and secondary schools and nurseries (core reading programme, fluency, spelling and handwriting, Foundations for nursery, Code for KS3 etc), and for all markets and geographies (England, rest of UK, International schools, other International markets). Analyse market trends, competitors, customer behaviour, and growth opportunities. Develop value propositions for each customer segment, and market entry plan for new markets and geographies.

Customer / member experience: develop optimal end to end customer experience for each LW product / programme. Gather and analyse customer feedback. Develop recommendations for improving customer experience across the lifecycle.

Brand: develop brand strategy, identity and guidelines to position the LW brand clearly in the marketplace.

Growth marketing and campaigns: Develop strategy for driving member and revenue growth, build and deliver marketing campaigns to generate revenue growth for specific products and target markets, including target market, content, marketing channels, lead generation, tracking, reporting etc.

Marketing to drive commercial growth: agree targets for growth in members, revenue and lifetime value, and churn reduction, and deliver these targets using all relevant elements of marketing mix.

Creative Lead: Lead the design of the majority of programme content and downloads, including core programme materials, Little Wandle Fluency, Handwriting, and Code.

Content Creation: Lead the creation of engaging content for all Little Wandle social media channels.



Digital Assets: Oversee the strategy for and improvements to the LW website content and graphics across all programmes, including visuals for blogs and videos. Ensure website hosting is managed cost effectively and delivering on customer needs

Event & Marketing Collateral: Lead the development of event banners, merchandise, research reports, marketing flyers etc.

PR: develop PR strategy, monitor all relevant media for coverage of LW, and create PR as agreed with leadership.

KEY RESPONSIBILITIES

WANDLE LEARNING TRUST (2 DAYS PER WEEK)

Trust Strategy & Wandle 2030: Lead the strategic rollout of 'Wandle 2030'. You will translate the Trust's pillars and principles into a powerful narrative that aligns all staff, parents, and partners with our long-term vision.

Reputation & Crisis Management: Act as the lead advisor to the Co-CEOs, COO and Board on reputational risk. You will establish the Trust's crisis communication protocols and provide high-level media and presentation coaching for the executive team.

Brand Architecture & Quality: Define the visual and verbal identity for the Trust. You will oversee a 'brand audit' across all schools, ensuring that every touchpoint—from websites to recruitment—reflects the Trust's high standards.

Growth & Systems Leadership: Design the communication framework for the Trust's expansion. You will lead the 'onboarding' of new schools from a brand perspective, ensuring they feel integrated into the Wandle family while maintaining their local identity.

Advocacy & Influence: Position Wandle Learning Trust as a thought leader in the national education landscape. You will identify opportunities for the Trust to influence policy, win awards, and build strategic partnerships.

AGENCY & PARTNERSHIP MANAGEMENT

Strategic Oversight: Manage the relationship with external agencies (including Communitas). You will move beyond day-to-day coordination to ensure these partners are delivering strategic value and helping the Trust meet its 2030 goals.

Value for Money: Regularly review agency performance and contracts to ensure the Trust is receiving high-quality, cost-effective support that scales with our growth.

Trust Visibility: Raise the profile of our values through storytelling, internal newsletters, and national education awards.

Contract Oversight: Ensure external partners deliver high-quality work that aligns with the Trust's strategic objectives and provides good value for money.



PERSON SPECIFICATION

ESSENTIAL EXPERIENCE

Strategic Advisory: Proven experience acting as a trusted advisor to a CEO, Board, or Executive Team on sensitive reputational issues and long-term brand building.

Growth Mindset: Experience in managing communications during periods of organisational change, mergers, or rapid scaling (ideally within the public or education sectors).

Commercial Acumen: Ability to balance the mission-led goals of a Trust with the commercial growth requirements of a market-leading programme like Little Wandle

Senior Experience: At least five years of senior leadership experience in marketing and communications within a complex organisation. Hands-on Design Oversight: Proven experience managing or creating high-quality design assets and programme content.

Agency Management: Demonstrable experience in managing external marketing agencies and third-party creative partners.

Website management: proven experience developing and managing complex websites, including content, hosting

Strategic Advisory: Experience acting as a trusted adviser to CEOs or Boards on reputation and strategy.



Multi-Channel Expertise: Experience leading a team or project across digital, print, social media, and internal channels.

DESIRABLE SKILLS

A degree or professional qualification in PR, Marketing, or Communications (e.g., CIPR or CIM). Experience working within the education sector or with high-profile public brands.

Experience in onboarding or change management during organisational growth.

APPOINTMENT PROCESS AND HOW TO APPLY

To apply please visit our website at <http://wandlelearningtrust.org.uk/work-with-us> and follow the link to the role on the My New Term website

For an informal discussion about the role, please email recruitment@wandlelearningtrust.org.uk.

Deadline for applications: Friday 7th August

Start date: ASAP.

Salary: From £81,200 depending on experience. A higher salary may be offered to a candidate with significant relevant expertise.

Wandle Learning Trust is committed to safeguarding and promoting the welfare of children and young people and the Board of Trustees expects all staff and volunteers to share this commitment. The successful candidate must be willing to undergo child protection screening appropriate to the post.



Wandle Learning Trust

Chesterton Primary School, Dagnall Street,
London SW11 5DT

wandlelearningtrust.org.uk

