

# True Learning Partnership



**Trust Marketing Officer  
Recruitment Pack 2026**

<https://www.truelearning.org.uk/vacancies>

# Welcome to the True Learning Multi-Academy Trust

Dear Applicant

Thank you for your interest in the role of Trust Marketing Officer at the True Learning Partnership.

True Learning Partnership is a cross-phase Multi-Academy Trust made up of five schools, brought together by a shared commitment to collaboration, inclusion and high standards. Everything we do is rooted in our belief that children, families and communities should be at the heart of education. As our Trust continues to grow and develop, how we communicate who we are, what we stand for and what we offer has never been more important.

We are looking for an ambitious and creative Trust Marketing Officer to work across our family of schools, helping to develop and deliver a clear, high-quality marketing and communications approach that reflects our values and ambitions as a Trust. This is a hands-on role that combines strategic thinking with practical delivery.

The successful candidate will act as a central marketing resource for the Trust, supporting Headteachers and senior leaders by providing a professional, consistent and effective marketing and communications function aligned to the True Learning Partnership's vision and values. Working closely with school leaders and the central Trust team, you will help turn Trust priorities and school-level activity into clear, engaging and well-judged communications.

The role supports pupil recruitment, staff recruitment, reputation-building and community engagement, while making sure our communications are consistent, accessible and always underpinned by safeguarding and good practice. It will suit someone who enjoys working across multiple schools, building strong relationships and telling authentic stories that reflect the life and character of our school communities. You will need to be confident balancing creativity with accuracy, care and professionalism, ensuring each school's individual identity can shine within a shared Trust framework.

This role offers the chance to make a real difference across multiple schools, shaping how the Trust is seen by pupils, families, staff and the wider community. You will be trusted to bring ideas, creativity and structure, while working as part of a supportive, values-led organisation committed to collaboration and continuous improvement.

In return, we offer the opportunity to work alongside committed colleagues who are passionate about education and making a positive impact. There is genuine scope within this role to shape and develop Trust-wide practice, with your expertise and ideas welcomed and valued.

Applications should be submitted via My New Term. Your supporting statement should set out the skills, experience and personal qualities you would bring to the role, and how these align with the vision and values of the True Learning Partnership.

Professor Geoff Baker,  
Chief Executive Officer

## Job Description & Person Specification

<b>Job Title:</b>	Trust Marketing Officer
<b>Location:</b>	Hybrid, with base at Trust headquarters in Poynton
<b>Reporting to:</b>	Director of ICT and Networks
<b>Salary:</b>	CE Grade 7 (£31,537 - £34,434 FTE) pro rata based on hours worked
<b>Contract type:</b>	Full Time / Full year / 26 days holiday (pro rata based on contract)
<b>Start date:</b>	As soon as possible

## About the Role

We are seeking an ambitious and creative Trust Marketing Officer to work across our family of five schools, developing and delivering a coherent, high-quality marketing and communications approach that reflects our values and ambitions as a Trust.

This is a hands-on role with both strategic and operational responsibilities. The postholder will act as a central Trust marketing resource, enabling Headteachers and senior leaders to focus on educational excellence while being supported by a professional, consistent and effective marketing and communications function aligned to the True Learning Partnership vision and values.

The role will support pupil recruitment, staff recruitment, reputation-building and community engagement, while ensuring strong brand consistency, accessibility and safeguarding across all communications. As this is a Trust-wide role requiring regular travel between schools, a full driving licence and access to a car are essential.

## Key Purpose

- To develop and implement a Trust-wide marketing and communications strategy aligned to the Trust's vision, values and growth priorities.
- To provide a reliable, professional marketing service to five schools, supporting local identity within a strong, unified Trust brand.
- To raise the profile of the Trust and its schools through compelling storytelling, high-quality content and consistent messaging.

## Principal Responsibilities

### Strategy & Planning

- Develop and deliver a Trust-wide marketing and communications plan, informed by Trust priorities and individual school needs.
- Translate Trust strategy into practical, school-facing marketing activity that supports pupil recruitment, staff recruitment and community engagement.
- Advise senior leaders and Headteachers on marketing opportunities, risks and best practice.

### Content & Communications

- Create engaging, on-brand content for a range of audiences and platforms, including websites, newsletters, social media, recruitment materials and campaigns.

- Capture and share positive stories from across the five schools, working directly with staff to identify and develop strong case studies.
- Write and edit high-quality copy for internal and external communications, adapting tone for different audiences.
- Produce and coordinate low-production video and visual content (e.g. photography, short-form video) in line with safeguarding guidance.

### **Digital & Brand Management**

- Manage and maintain Trust and school websites, ensuring content is accurate, compliant, accessible and regularly updated.
- Act as a guardian of the Trust brand, providing templates, guidance and support to schools to ensure consistency.
- Oversee Trust and school social media channels, supporting appropriate tone, messaging and engagement.
- Maintain a central bank of marketing assets including images, video, templates and key documents.

### **Campaigns & Engagement**

- Plan and deliver marketing campaigns to support admissions, open events, Trust initiatives and recruitment activity.
- Support schools with local marketing activity, ensuring alignment with Trust standards and messaging.
- Coordinate with external suppliers such as designers, printers, photographers or web developers when required.

### **Monitoring & Evaluation**

- Monitor and evaluate the effectiveness of marketing activity using appropriate data and analytics.
- Provide regular reports and insights to inform future marketing strategy and improvements.

### **Compliance, Safeguarding & Professional Standards**

- Ensure all communications meet safeguarding, GDPR, accessibility and data protection requirements.
- Maintain confidentiality and demonstrate professional discretion at all times.
- Promote the Trust's values and commitment to inclusion, equality and ethical communication.

### **General responsibilities**

In addition to the responsibilities outlined above, the Marketing Officer is expected to demonstrate the highest standards of professional conduct and public service.

- The Marketing Officer should adhere to the seven principles of public life.
  - Selflessness
  - Objectivity
  - Openness
  - Leadership
  - Integrity
  - Accountability
  - Honesty

## **Core Responsibilities**

All Trust employees are expected to uphold the following core responsibilities:

### Health & Safety

All staff within True Learning Partnership are required to remain vigilant, observe all relevant Health and Safety policies and procedures, take reasonable care of their own and others' Health and Safety, report all accidents and incidents, and raise concerns through their line manager or another member of SLT as appropriate.

### Equality & Diversity

Staff employed by True Learning Partnership are expected to promote equality of opportunity for all students and staff, both current and prospective, and to support an environment that values diversity and respect. True Learning Partnership believes that all individuals are of equal value and we are committed to equal opportunities for all.

### Data Protection

All staff within True Learning Partnership have a responsibility to ensure that data they are responsible for is accurate and appropriate to the needs of the organisation, and that they are responsible for ensuring any personal data processed for any purpose or purposes in connection with their role in the Trust shall not be kept for longer than is necessary for that purpose or those purposes, in accordance with GDPR 2018.

### Safeguarding & Child Protection

True Learning Partnership is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment and adhere to, and comply with, the Trust's Safeguarding and Child Protection policy and procedures at all times.

Notwithstanding the detail in this job description, in accordance with the Trust's Flexibility Policy the job holder will undertake such work as may be determined by the CEO from time to time, up to or at a level consistent with the main responsibilities of the job.

## Role requirements

	Essential	Desirable
<b>Qualifications and Training</b>		
Relevant professional experience in marketing, communications or content creation	X	
Evidence of ongoing professional development	X	
Marketing or communications qualification		X
Training relating to GDPR, accessibility or digital compliance		X
<b>Experience</b>		
Proven experience in a marketing, communications or content-focused role	X	
Experience creating content for digital platforms (websites, email, social media)	X	
Experience managing multiple projects and stakeholders	X	
Experience working across multiple sites or within a Trust / public sector organisation		X
Experience supporting recruitment, admissions or engagement campaigns		X
<b>Knowledge and Skills</b>		
Experience supporting recruitment, admissions or engagement campaigns	X	
Ability to plan, deliver and evaluate marketing activity	X	
Strong organisational skills and attention to detail	X	
Confidence working independently and using professional judgement	X	
Ability to build effective professional relationships while maintaining appropriate independence.	X	
Ability to manage a flexible and variable workload.	X	
Working knowledge of CMS platforms and basic analytics		X
<b>Personal Attributes</b>		
High levels of professionalism, discretion and integrity	X	
Collaborative approach with confidence to work across schools and teams	X	
Commitment to safeguarding, inclusion and ethical communication	X	
Ability to model the values and ethos of the True Learning Partnership.	X	

# Key Information regarding the Application Process

## To Apply

Completed application forms should be submitted via My New Term.

Please **do not** include your name when completing your supporting statement.

Only completed application forms will be submitted for shortlisting, CVs will not be accepted.

## Key Dates

Closing date for applications: Wednesday 25<sup>th</sup> March 2026 at midday

Interviews will take place on 2<sup>nd</sup> April 2026

## Benefits

At True Learning Partnership, we're proud to support our staff both in and outside of work. We're committed to your wellbeing, professional growth, and maintaining a healthy work-life balance.

Our benefits package includes a wide range of support and resources, such as wellbeing tools, a confidential Employee Assistance Programme (EAP), learning and development opportunities, and access to discounts on everyday spending and lifestyle services.

Other benefits include;

- Pension Scheme
- Cycle to Work Scheme
- Eye Care Vouchers
- Seasonal Flu Jabs
- Access to free CPD courses
- Strava – True Learning Runners

## Safer Recruitment Information

True Learning Partnership is an inclusive Equal Employment Opportunity employer that considers applicants without regard to gender, gender identity, sexual orientation, race, ethnicity, disabled or veteran status, or any other characteristic protected by law. We welcome applications from all individuals regardless of individual background or circumstance. Please note if you are shortlisted, an online search will be carried out before interview which may identify any incidents or issues that have happened, and are publicly available online, which we might want to explore with you at interview.

True Learning Partnership is committed to safeguarding and promoting the welfare of all children and young people and preventing extremism; all staff must ensure that the highest priority is given to following the guidance and regulations to safeguard children and young people.

The successful candidate will be required to undergo an Enhanced Disclosure from the Disclosure and Barring Service (DBS) and obtain any other statutorily required clearance. Employment will also be conditional on the receipt of at least two acceptable references (one of which must be from the current/latest employer) and evidence of the formal qualifications required for the role.



## TRUE LEARNING PARTNERSHIP

### **Trust Vision and Ethos**

True Learning Partnership Multi Academy Trust is currently a group of five schools that aim to provide an excellent education for our children. Our desire is to improve the life chances of all those in our care, we have made it our mission to make a positive difference to our children, staff, parents and the wider community.

### **Trust Motto**

Inspiring the best in everyone

### **Trust Vision**

Together, we build a future where education transforms lives – where every person is valued, supported, and empowered within a strong, caring community to make a positive difference.

### **Trust Values**

ASPIRATIONAL	We encourage everyone to dream big and pursue excellence.
COLLABORATIVE	We work together, valuing diverse perspectives and shared success.
COMPASSIONATE	We act with kindness, respect, and a genuine desire to serve others.
CURIOUS	We foster innovation and a love of learning for all through inquiry and creativity.
INCLUSIVE	We ensure everyone feels valued, supported, and able to contribute fully.

### **Mission Statement**

Our mission is to inspire and empower every individual within our trust to achieve their fullest potential. We are committed to providing a safe, inclusive, and innovative learning environment where compassion and collaboration thrive.

Encouraging high aspirations, courage and curiosity, we equip all members of our community with the skills, confidence, and character to make a meaningful, positive impact in their communities and beyond.

## Trust Safeguarding Statement

True Learning Partnership recognises the important role that our schools and their staff have in the wider safeguarding system for children. ALL staff have a responsibility to provide a safe environment in which children can learn. True Learning Partnership fully adopts statutory guidance “Keeping Children Safe in Education” (September 2025).

True Learning Partnership is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Our schools are a safe place for children, where our responsibilities for safeguarding children are taken seriously. As a Trust, we are responsible for ensuring that all our schools have thorough and robust child protection and safeguarding policies and procedures.

Should you have safeguarding concerns regarding any pupil at any of our schools, please speak to one of the Designated Safeguarding Leads at that school.

True Learning Partnership Designated Safeguarding Officer is Catherine Holyland, Deputy Head Teacher at Poynton High School. If you wish to contact her directly please email [Cholyland@truelearning.org.uk](mailto:Cholyland@truelearning.org.uk)

True Learning Partnership Trust Board safeguarding representative is Julie Sutton. If you wish to contact them, please e mail [info@truelearning.org.uk](mailto:info@truelearning.org.uk) stating that the e mail relates to a safeguarding issue.

Our schools’ Local Governing Bodies are regularly updated about child protection, bullying and safeguarding policies and practices by the relevant school Head Teachers, and other members of the Senior Leadership Team. This information is reported to the Trust Board.

For further details on roles and responsibilities, and recording information regarding Safeguarding, please see the Safeguarding Policy and Procedures documents held by each school in our Trust.



TRUE LEARNING  
PARTNERSHIP

# Contact Us



True Learning Partnership

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