



CELT CENTRE OF  
EXCELLENCE

**Level 3 Content Creator  
Apprenticeship  
Recruitment Pack**

Exceptional Educational Experience



Dan Morrow  
Trust Leader



Rich Baker  
Deputy Trust Lead

# Welcome

At Cornwall Education Learning Trust (CELT), our mission is clear: to provide every learner with an **exceptional educational experience**. One that enables them to thrive, achieve and succeed in life. We believe in a **100%** mindset, that every learner, in every classroom, in every school, deserves the very best we can offer. For us, 100% means no compromise: no learner left behind, no community overlooked, and no opportunity wasted.

Our strategic goals reflect this ambition. We are committed to empowering and growing our people, building an ambitious all-through entitlement, forging exceptional relationships with our communities, transforming provision through meaningful partnerships, and leading an ethical, effective and innovative organisation. These are not just aspirations; they are promises that shape the way we work and the culture we are building together.

Joining CELT means becoming part of a values-driven trust where collaboration, innovation, and care for people are at the heart of all we do. If you share our 100% mindset, are passionate about education, and want to make a tangible difference to learners and communities across Cornwall, we would be delighted to welcome you to CELT.

A handwritten signature in blue ink that reads "Dan Morrow". The signature is fluid and cursive, written in a professional style.

Dan Morrow  
Trust Leader

EXCEPTIONAL  
EDUCATIONAL  
EXPERIENCE

100%





## Welcome from our Chair of Trustees

Our values are at the heart of everything we do. We believe in the power of **Collaboration**, building strong relationships and working together as one team to achieve our collective goals. We are committed to **Empowerment**, creating a culture where initiative, innovation and trust flourish, and where every individual feels valued, respected and motivated.

As a Trust, we are grounded in promoting **Leadership**, sharing a moral and ethical purpose to improve the lives of others and make a lasting difference for our learners and communities. And we embrace **Transformation**, approaching change positively so that we can all become our best selves and do our best work.

These values guide every decision we make and every action we take. They are the foundation of our Trust and the reason we can offer such exceptional opportunities for our learners and staff. If you choose to join CELT, you will be part of a values-driven organisation where people are supported to grow, contribute, and thrive.

*Sally Foard*

Sally Foard  
**Chair of Trustees**



Sally Foard  
Chair of Trustees





# Cornwall Education Learning Trust

Our Family of Schools

Our family of schools have the privilege of educating 9000 learners across mid-Cornwall. We are passionate about collaborating and ensuring 100% of our learners have an exceptional educational experience.



**9000**  
LEARNERS



**1200**  
CELT STAFF



**16**  
SCHOOLS



## Apprentice level 3 content creator

### Purpose of the role

Great things are happening here, and as a CELT content creator you will help us shout about it from the rooftops. Whether it's our sector-leading professional learning, our exceptional partnerships or the incredible work of our schools, you will play a key part in amplifying our successes.

Supported by colleagues across CELT, you will produce accessible, engaging media output to inform, inspire and grow a range of audiences, internal and external. This will include articles, podcasts, photos, videos, infographics and more for use across our internal channels, in our schools and on our websites and social media accounts.

This is a fantastic opportunity to grow and to show a range of skills in support of a high-impact organisation led by clear values. CELT is on a mission to put Cornwall on the education map. If that excites you as much as it excites us, then let's get to work. Please note that, due to the nature of this role, occasional evening and out-of-hours work will be required to support events and key trust activities.

### Key responsibilities:

- Develop professional skills in content creation, digital tools, audience analysis and campaign delivery as part of the apprenticeship programme.
- Assist in producing multimedia content such as short videos, graphics, photography and basic design assets in line with CELT branding.
- Create compelling, high-quality digital and print content to support CELT communications, including social media posts, website updates, newsletters, promotional materials and internal briefings.
- Work with colleagues across schools and central teams to gather information, stories and case studies that showcase our teaching, leadership and professional development.
- Translate strategic priorities, educational programmes and research-informed practice into clear, accessible and audience-appropriate content.
- Support the planning and delivery of content campaigns linked to recruitment, events, conferences and professional learning initiatives.
- Maintain and update website content, ensuring accuracy, clarity and consistency.
- Use analytics and engagement data to evaluate content performance and inform future improvements.
- Ensure all content aligns with CELT values, brand guidelines and safeguarding expectations.
- Contribute to content planning schedules and support the development of a coherent trust-wide communications approach.



### **General responsibilities applicable to all staff**

- To attend staff meetings and Trust-based INSET as required.
- To be aware of, and comply with, Trust and school policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.

### **Note**

This job description is illustrative of the general nature and level of responsibility of the work to be undertaken commensurate with the grade. It is not a comprehensive list of all the responsibilities, duties and tasks relating to the post. The postholder may be required to undertake such work as may be determined by their line manager from time to time, up to or at a level consistent with the main responsibilities of the job. This job description may be amended at any time in consultation with the postholder.



### Education and training

Essential	Desirable
English and Mathematics Grade Level 2 or equivalent.	Media /Business related GCSE

### Experience

Essential	Desirable
Excellent ICT skills; sound working knowledge and experience of using Word, Excel and PowerPoint.	Experience in a school or college environment.
	Knowledge of Data Protection requirements and understanding of confidentiality (Training will be provided).

### Specialist knowledge and skills

Essential	Desirable
Creativity and an interest in producing high-quality content.	
Strong communication and collaboration skills.	
Awareness of digital trends and content-creation tools.	
Ability to work to deadlines and respond to feedback.	

### Values related qualities

Essential	Desirable
Works effectively as part of a team.	
Ability to establish good working relationships with adults and young people.	
Demonstrates high level of patience, understanding, and empathy with young people.	
Diplomatic and discreet; experience of dealing with sensitive and confidential information.	



## Applying to CELT

We welcome applications via My New Term in the CELT Careers section of our website: [www.celtrust.org](http://www.celtrust.org).

If you would like to arrange a visit or discuss the role further, please contact JL Dutaut on [JLDutaut@celtrust.org](mailto:JLDutaut@celtrust.org)

We want every candidate to know exactly what to expect from our recruitment process. All CELT application packs clearly set out key information : salary, interview dates, and application deadlines. All line managers involved in recruitment are trained to recognise and reduce bias, ensuring a fair and consistent experience for every applicant.

More information about our approach can be found in our Recruitment and Selection Policy via the trust website.



## Safeguarding

Safeguarding is the golden thread through CELT - safeguarding is everyone's responsibility. We promote an open culture of learning and development where good practice is celebrated and mistakes are used to learn and improve practice and therefore outcomes for our learners.

A whole-school approach to safeguarding means listening to the voices of everyone in the school community. This includes learners as well as parents, carers and school staff.



Amy Daniels  
Director of Inclusion

All offers of employment are conditional and subject to satisfactory pre-employment checks including receipt of original qualification documents, references, medical screening, proof of eligibility to work in the UK, Childcare Disqualification check and an Enhanced Disclosure and Barring Service (DBS) check.



Our vision is to build and nurture a talented, diverse team who are proud to deliver exceptional education across our Trust.

We believe in working together, treating everyone fairly, and always learning and growing. We are committed to creating a safe, inclusive, and supportive workplace where every colleague feels valued and inspired to do their best.

By investing in and caring for our people, we unlock their potential – enabling them to make a real difference to our schools, our learners and the communities we serve.

CELT is committed to developing and empowering staff by ensuring that every colleague has the opportunity to thrive in their current role while being prepared for future opportunities.

Lea Randall  
**People Services Lead**



Lea Randall  
People Services Lead

**Empowering  
our people to  
support, teach  
and lead**



*Claire White*  
**Headteacher**

I feel privileged to have been part of SW100's cohort 2. I finished the year a different leader to the one I was 12 months before and I've never been more committed to change in our system. It reinforced my belief that teaching truly is the best job in the world.



*Andrew Gasiorowski*  
**IS Manager**

I joined Brannel School as an apprentice and now manage the information services team at Poltair School. Working at CELT has enabled me to progress professionally and has provided opportunities for me to work on strategic projects across the Trust.



*Rebecca Blizzard*  
**Assistant Headteacher**

From gaining valuable leadership experience as Head of Science I felt ready and supported to become an Assistant Headteacher. I value the range leadership opportunities at CELT and the strong collaboration amongst colleagues and our family of schools.

# Staff Entitlement

As a Trust we understand that we have a responsibility to create a future-focused team that is ready for change and able to support our development. Part of this future planning involves succession planning and dynamic talent management.

Talent management is crucial at both a strategic and an individual level. It is about the value that every individual brings to Cornwall Education Learning Trust. By understanding people's strengths and unique contributions, we can ensure that they receive the development they need to have the maximum impact in their current and future roles.



## Personal Growth & Inspiration:

- Exceptional development opportunities through training, mentoring, and networking.
- Complimentary access to Inspiring the South West conferences to fuel your ambition.



## Health & Wellbeing:

- Free annual flu jabs, health screenings, and eye tests to keep you feeling your best.
- Discounted gym and leisure centre memberships to support your fitness goals.
- Wisdom app access for mental health support, mindfulness, and resilience.
- Confidential helpline and counselling through Health Assured, available 24/7.



## Family & Flexibility:

- Up to 5 days paid emergency leave for dependants when life throws a curveball.
- Family-friendly policies and flexible working arrangements to help you balance work and home.



## Perks & Extras:

- Cycle to Work scheme to promote greener commuting and save on bike purchases.
- Generous public sector pension scheme to invest in your future.



## Living and Working in Cornwall

A Life That Feels Different—in the Best Way



Cornwall offers a rare blend of meaningful work, breathtaking surroundings and an exceptional quality of life. Our schools sit at the heart of proud, supportive communities where relationships matter and staff quickly feel part of something bigger.

### Community

Cornwall's towns and villages are close-knit, welcoming and full of character. Families are deeply invested in their local schools, and the strong partnership between home and school is a defining feature of life here. When you join us, you're joining a place where people genuinely look out for one another.

### Lifestyle

From beaches and rugged coastline to moorland and open countryside, Cornwall's natural beauty is always within easy reach. Shorter commutes and access to the outdoors help create a healthy balance between work and life—and the space to truly recharge.



### Infrastructure

Cornwall is ambitious about its future. From major road improvements such as the upgraded A30 to enhanced digital connectivity and the convenience of Cornwall Airport Newquay, the region continues to invest to keep people connected and moving.

### Families

Safe communities, excellent schools, and a huge range of activities make Cornwall an exceptional place to raise children. Whether it's beach days, outdoor adventures or creative arts, there's always something to inspire young minds.



CELT CENTRE OF  
EXCELLENCE

At CELT, we believe inspiration should flow through our staff as much as our students. Great teaching comes from colleagues who are curious, ambitious and continually developing their practice. Professional learning isn't an add-on – it's part of who we are.

The CELT Centre of Excellence at Penrice Academy brings this vision to life. It offers a place to reflect, learn and plan next steps, supporting colleagues at every stage of their career. Through programmes such as Future Leaders, New and Aspiring Leaders, and the upcoming Flourishing Programme, the Centre provides clarity, connection and opportunity for all roles across CELT.

Our aim is simple: to help every colleague grow, feel valued and thrive. By investing in ourselves, we strengthen our culture and keep inspiration at the heart of our classrooms.

**CLICK HERE**



"CELT is where teaching talent takes flight, and connection becomes the fuel that propels us forward. With comprehensive support, collaborative communities, mentoring, research-informed practice, and an unwavering focus on equity, CELT creates an environment where both teachers and learners thrive."



*Hayley Bissenden*

**Hayley Bissenden**  
Director of the  
Centre of Excellence

