



Marketing Apprentice Application Pack



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01. Welcome from the CEO

Welcome from the Chief Executive

Thank you for your interest in joining Academy Transformation Trust. Choosing the right next step in your career is an important decision, and I am delighted that you are considering doing so with us.

At ATT we are driven by a simple but profound belief: every child can and should become capable, competent, and confident. Our purpose is to transform lives through education, and our strategy, ATT2030, sets out how we will achieve this for every pupil, every colleague, and every community we serve.

We know that people are at the heart of everything we do. Our trust thrives because of the talent, dedication, and values of our colleagues. If you choose to join us, you will become part of a high-trust, high-accountability organisation where principals are empowered to lead, colleagues are supported to grow, and everyone is united in the moral purpose of education.

We are ambitious for our pupils and ambitious for our people. Across the trust you will find a culture of collaboration, professional excellence, and deep care for one another. We celebrate hard work, integrity, and teamwork, and we create opportunities for everyone to flourish.

I wish you every success with your application. Whether or not you go on to join us, I hope you will recognise that ATT is a community committed to excellence, to belonging and becoming, and to ensuring that all of us – pupils and adults alike – leave more capable, more competent, and more confident than when we arrived.

With best wishes,



Mark McCourt
Chief Executive Officer



02. About Academy Transformation Trust

About Academy Transformation Trust

At Academy Transformation Trust (ATT), our ambition is that every person who passes through our schools and colleges becomes an educated person – able to take a rightful place in the community of educated people and to join what Robert Maynard Hutchins called “the Great Conversation.” An ATT education stresses history, the scientific mode of thinking, the disciplined use of language, a wide-ranging knowledge of the arts and religion, and the continuity of human enterprise. We aspire for everyone, regardless of their starting point, to leave us capable, competent, and confident.

Our Values

ATT2030 sets a values-driven culture that is explicit about how we work and lead:

- **Belonging & Becoming:** we meet each child where they are and refuse to leave them there – giving them both roots and wings.
- **Integrity & Excellence:** we act ethically, celebrate excellence, and pursue high standards in all that we do.
- **High Trust, High Accountability:** decision-making sits close to pupils and communities; principals are trusted as strategic leaders; the central team acts as expert partner; accountability is professional, dialogic, and focused on learning and improvement.

Our Three Goals

Everything in ATT2030 is organised around three interlinked goals that describe the kind of people – pupils and adults – we are forming:

- **Capable:** equipped with the knowledge, skills, and emotional readiness to perform to a high standard, adapt to change, and contribute meaningfully.
- **Competent:** possessing the knowledge, habits, and judgement to get things done – well, reliably, and independently – handling setbacks and making steady progress.
- **Confident:** feeling safe, happy, and known – secure enough to take risks, speak up, and grow with purpose and integrity.



Our Nine Aims (by 2030)

These goals translate into nine aims that define success for ATT by 2030:

Capable

1. Professional Excellence – skilled professionals delivering consistently high standards.
2. Fluent Learners and Thinkers – confident, curious learners fluent in communication and technology.
3. Multiple Pathways to Success – diverse routes that recognise varied talents and passions.

Competent

4. Purposeful, Knowledge-Rich Learning – rigorous, meaningful learning that enriches lives.
5. Unwavering Focus – purposeful use of time and energy on what matters most.
6. Strength Through Challenge – resilience built by tackling challenge and learning from it.

Confident

7. Valued and Empowered Individuals – everyone known, valued, and supported to be their best.
8. Leading with Integrity, Celebrating Excellence – values-led leadership and cultures that recognise excellence.
9. Moments That Shape Us – deliberate rites of passage and significant experiences that foster growth and self-discovery.

Our Approach to Working Together

We are building a high-trust, high-accountability organisation. Principals are empowered as strategic leaders of their academies; the central team provides expert challenge, support, tools, and evidence; accountability is reframed as professional dialogue aimed at continuous improvement, not blame. This is how we ensure that every child leaves us capable, competent, and confident.



03. Job Description

Job Description

Marketing Apprentice

The Marketing Apprentice will support the delivery of marketing and communication activities across the Trust and its academies. The role will provide an opportunity to gain experience in creating content, supporting digital platforms and helping to promote the Trust to a range of audiences including staff, pupils, parents and the wider community.

Working as part of a professional team, the apprentice will assist in developing skills in marketing, communications and digital media, while contributing to the implementation of the Trust's communication and marketing strategy.

The apprentice will also learn how to apply brand guidelines, ensure communications are clear and appropriate, and provide support to academies with their communication activities.

Key Responsibilities:

Digital and website support

- Support the updating and maintenance of Trust and academy websites
- Assist in creating and uploading content, ensuring it is clear and appropriate for different audiences
- Help check website accessibility and basic compliance with requirements (e.g. GDPR guidance, accessibility standards)
- Assist with reviewing website content and identifying improvements

Social media and content creation

- Support the creation and scheduling of content for social media platforms (e.g. Instagram, LinkedIn, Facebook, X, YouTube)
- Assist with drafting content for posts, news stories and updates
- Help monitor engagement and contribute ideas for improving reach
- Support the collection and organisation of photos and videos for use in marketing

Marketing materials

- Assist in the production of marketing materials such as newsletters, adverts, prospectuses and information packs
- Support the design and formatting of content for both online and printed materials
- Help gather content from academies and staff to support promotional activity

Communications support

- Assist with drafting simple communications such as newsletters, website updates and internal messages
- Support academies with communication activities, under guidance from senior staff

- Help ensure communications are consistent with Trust branding and key messages
- Support with the creation of Sharepoint sites and relevant content creation

Administration and coordination

- Support the coordination of marketing activities and campaigns
- Assist with maintaining records, content libraries and communication resources
- Help liaise with colleagues and, where appropriate, external partners such as designers or photographers

Monitoring and improvement

- Support the collection of basic data on website and social media performance
- Assist in monitoring engagement and identifying areas for improvement
- Contribute ideas to improve communication and marketing activity

Whole Trust contribution

- Support promotion of Trust and academy news and achievements
- Build relationships with the academies, to understand the unique context of each in order to promote them effectively
- Contribute to ensuring communications reflect the Trust's values
- Maintain confidentiality when handling information

General

- Support wider Trust activities where appropriate
- Maintain professional standards of behaviour, attendance and conduct
- Be flexible and willing to take on new tasks as part of development
- Develop a wider understanding of the education sector

04. Person Specification

Person Specification

Marketing Apprentice

	Essential	Desirable	How will this be demonstrated
Professional Qualifications and learning	A good standard of general education, including English and maths, or willingness to work towards required apprenticeship entry requirements.	Previous study or interest in marketing, media, communications, business, digital media, design or a related subject.	Application Form/Checking and Original Copy evidence
Experience	- Confident using common IT systems and willing to learn new digital platforms, including websites, SharePoint, social media scheduling tools and content management systems. - An interest in marketing, communications, digital media and how organisations communicate with different audiences.	- Experience of using social media platforms such as Instagram, LinkedIn, Facebook, X or YouTube for personal, school, voluntary or work-related purposes. - Experience of drafting posts, news stories, updates, articles or other written content. - Experience of supporting events, campaigns, administration, filing systems, shared drives or resource libraries. - Previous experience in a school, Trust, public sector, customer-facing or professional environment.	Application Form/Interview
Knowledge that supports the role	Strong communications skills and an ability to tailor communication to different audiences.	- Awareness of basic proofreading, formatting, accessibility or compliance checks. - Basic awareness of brand guidelines, website accessibility, GDPR, social media platforms or digital content good practice.	Application Form/Interview
Expectations of Role	Creative, enthusiastic and willing to contribute ideas for social media, website content, marketing materials and communication activity.	A particular interest in the education sector and promoting the achievements of children,	Application Form/Interview

	• Able to organise information, maintain records and support the coordination of marketing activities, campaigns, content libraries and communication resources. • Able to work as part of a professional team, build positive working relationships and liaise appropriately with colleagues across the Trust and academies. • Able to maintain confidentiality, behave professionally and demonstrate good standards of attendance, conduct and communication. • Able to check work carefully, follow guidance and help ensure content is clear, appropriate, accurate and consistent with Trust branding and key messages.	young people, staff and academies	
Other requirements	• Positive, reliable, flexible, willing to learn and open to feedback as part of apprenticeship development. • This post is subject to an enhanced DBS disclosure.	• N/A	• Application Form/Interview



05. Onboarding

Recruitment & Selection

You can expect the following from the Recruitment & Selection process:

Prior to Interview

- Adverts & Candidate packs that give the full detail of the role (responsibilities, pay, development etc)
- A point of contact for the vacancy within the Trusts recruitment team to advise on each step of the recruitment process
- A full and comprehensive vetting process, that meets and exceeds the requirements of Keeping Children Safe in Education 2025 [Keeping children safe in education 2025](#)
- An applicant tracking system that allows you to enter details with ease and receive updates to the progress of your application and/or pre-employment checks
- Selection for Interview based upon the Job Description and Person Specification

Interviews

- The opportunity to prepare with enough notice for interview processes
- A meet and greet at the place of work (Academy or Office) with members of the panel. If the Interview is held on Teams an opportunity to meet at a later date
- The opportunity to ask questions and have a full interview with discussion around the role

Following the Interview

- You will receive notification as to whether you were or were not successful
- You will be given an opportunity to obtain feedback
- If successful further safer recruitment checks will take place
- You will receive a conditional offer of employment and contracts of employment will not be issued until all checks are received and are satisfactory

Induction

- You will receive a Trust Induction and a localised induction which will give you further information on policies, process and procedures that impact your role
- You should expect regular opportunities to meet with your line manager to address any issues or concerns you may have or to plan any required training you may need
- You should expect to have all the equipment you need to begin your role
- You will have access to the Trusts benefit platform VivUp from day one of employment



06. ATT Institute

What is our Institute?

Our ATT Institute is the cornerstone of ATT colleague professional development for all roles and career stages, bringing the best development opportunities from accredited courses to one off training sessions. All our courses are evidence-based and facilitated by extremely knowledgeable professionals, so we know that all our colleagues receive the best training available. Our offer is designed and delivered by a group of expert colleagues with the needs of all our stakeholders in mind. Whatever your current role and aspirations, there will be something in our offer to support you in reaching the next step of your career journey

Personal Development (PD) Opportunities for our Colleagues

Our Academy Transformation Trust Institute (ATTI) has a suite of training opportunities and professional development pathways across all our directorates: Education, Finance, Governance, Trustees and operations.

These are promoted internally via our dedicated SharePoint and directed communications, and externally via the [ATTI webpage](#). Our ATTI offer is continually evolving to meet the ever-changing professional development needs of our colleagues and includes a range of accredited courses and bespoke training opportunities.

Strategic Collaboration

Collaboration is essential to the continued improvement of our academies and colleagues. We create a culture of collaboration through our professional networks and enable colleagues to drive our Trust priorities within their domains of expertise



07. How to Apply

Marketing Apprentice

Applying:

For all our Trust Vacancies, please follow the link here: [Vacancies - Academy Transformation Trust](#)



Status:

37 hours per week
All year round
18-month fixed term contract

Salary:

National Minium Apprentice Wage



Closing Date:

Tuesday 11th August 2026 at 9am

Start Date:

September 2026



Interviews:

Thursday 20th August 2026

We utilise an application tracking system which will require data from you in order to complete the application process. If you are struggling to access this system or wish to have an informal conversation regarding the role, please reach out to the contact on the advert and they will be able to support you.



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