

WORKING AT ALETHEIA ACADEMIES TRUST

# Join our Team



**For appointment of:**

**Marketing & Communications Assistant**



**Aletheia**  
Academies Trust

# Welcome from the CEO

## Thank you for your interest in Aletheia Academies Trust



Aletheia Academies Trust is a non-profit making charity whose vision is rooted in a determination to **improve the life chances of local children**.

Since our beginning, the Trust has adopted an operational model based upon the notion of a family of schools, understanding that like any family member, each school and each community that it serves is unique. Schools are encouraged to celebrate and explore this dimension; striving to follow the highly ethical vision of Aletheia.

The role of the Trust is to act in a parental capacity; to ensure that each school is well-supported and individual strengths are shared to improve the outcomes of all; to provide wider experiences to Trust pupils beyond the capabilities of any individual school; to develop and share staff expertise; to provide expert leadership and governance.

Aletheia has grown with devotion to a principle of geographical proximity; knowing, caring for, and understanding the areas we operate in are important to us. The Trust has grown from a single academy Trust into a multi-academy Trust comprising 2 nurseries, 12 primary schools, 2 secondary schools, 2 sixth-form provisions, and now 2 all-through schools. Most recently, we proudly opened Alkerden All-Through Academy to an initial co-hort of Year 7's, with the permanent site complete with a state-of-the-art community sports facility, opening in 2026.

### Steve Carey

**Chief Executive Officer**

# Why Aletheia Trust?

**At Aletheia Academies Trust, we aim to provide an inclusive nature of high-quality leadership to deliver educational excellence.**

At the heart of Aletheia is the belief in educational excellence and the belief that Aletheia is called to serve pupils, staff, parents and the local community, by providing places where everyone has the ability to develop and thrive intellectually, socially, culturally and spiritually.

Our growing family of academies give multiple possibilities for our staff to create a career that **improves the life chances of local children.**

We aspire to nurture and empower our staff so that we unlock the potential in every learner. Guided by a shared vision of excellence, we create inspiring environments that honour and celebrate the richness of diverse backgrounds, experiences, perspectives and ideas.

Aletheia is committed to sustaining high-quality academies as well as supporting those in need of specific improvement. Our focus is to provide school improvement services that draw on the wealth of practice from across our Trust, broaden the expertise available to schools through flexible working arrangements and increase our capacity to respond quickly to the needs of individual schools. Pedagogical excellence is at the heart of all we do, with a sustained focus on collaborative and mastery learning.



# Our Schools

The Trust is a family of academies that provide an inclusive education from ages 3 years to 18 years throughout Kent; including nursery, primary, secondary, and sixth-form.



Saint George's C of E  
All-Through School



Shorne C of E  
Primary School



St. Botolph's C of E  
Primary School



Stone St. Mary's C of E  
Primary School



Horton Kirby C of E  
Primary School



Sutton-at-Hone C of E  
Primary School



Rosherville C of E  
Academy



Holy Trinity C of E  
Primary School



Cliffe Woods  
Primary School



Halling  
Primary School



Sedley's C of E  
Primary School



Ditton C of E  
Junior School



Knole  
Academy



Gravesend  
Grammar School



Whitehill  
Primary School & Nursery



Alkerden C of E  
All-through Academy

# Staff Benefits

The 2024 / 2025 Aletheia wellbeing survey showed that the majority of staff would recommend Aletheia as a great place to work.

We value every one of our employees and want to give back as much as we are able to, therefore we provide a range of perks and benefits as found below:



Trust-wide commitment to your ongoing Continuous Professional Development (CPD) including secondment opportunities.



Unlimited access for you and your family to 24/7 GP telephone consultations.



Enhanced annual leave allowance with term-time offerings.



Access to a wide array of discounts including Motorfinity, Kent Rewards and Blue Light Card.



Access to mental health and wellbeing support including counselling, mindfulness and physiotherapy sessions.



Access to Local Government and Teachers' Pensions Schemes.



Free eye test, examinations and eye care vouchers.

**For a full range of what Aletheia Academies Trust offer, please scan:**



# Job Description

## Job Title

Marketing & Communications Assistant

## Location

Gravesham, Medway & Sevenoaks

## Duration

Permanent

## Work Hours

37 hours per week, 39 weeks per year

## Reporting to

Marketing & Communications Officer

## Salary

AAT D (£23,005 - £24,155)

## Pension

Local Government Pension Scheme



## About the Role

The Marketing & Communications Assistant will support the delivery of clear, engaging, and consistent communications across the Aletheia Academies Trust and its 16 member academies. This role involves assisting with both internal and external communications, managing digital channels, creating compelling content, and supporting marketing activities that reflect the Trust's values, vision, and mission.

The postholder will play a key role in helping the Trust maintain a strong and cohesive presence, ensuring messages reach staff, students, parents, and the wider community effectively.



# Key Responsibilities

## Digital and Social Media

- Manage day-to-day operations of Trust and academy social media accounts, including content creation, scheduling, and engagement with followers.
- Maintain sustained engagement with stakeholders across social media channels.
- Support website content management, ensuring information is accurate, up-to-date, and well-presented in line with branding guidelines.

## Content Creation and Marketing Support

- Assist in producing high-quality marketing materials, including newsletters, promotional literature and digital content.
- Cover and report on Trust events and activities, preparing new stories and other materials for publication.
- Regularly attend Trust academies to capture photographs and videos to support digital and printed communications.
- Collaborate with the Trust Management Board, Executive Team and Marketing & Communications team and external providers to produce promotional materials.

## Recruitment and Internal Communications

- Share Trust recruitment vacancies across social media and website channels.
- Produce and distribute bi-weekly staff newsletters and other internal communications.





## Events and General Support

- Provide support for events, including occasional out-of-hours activities.
- Contribute to the implementation of the Trust-wide digital marketing and communications strategy.
- Collaborate with the People and Culture team to drive wellbeing and Staff Voice initiatives across the Trust

## General Responsibilities

- Build and maintain positive working relationships with colleagues across the Trust.
- Work toward achieving Trust objectives and personal performance targets.
- Comply with GDPR and Data Protection policies at all times.
- Adhere to Trust policies and procedures.
- Take responsibility for personal Health and Safety.

*Note: This job description is not exhaustive and may be modified in consultation with the post-holder to reflect the changing needs of the school and Trust.*



"Staff responsible for each subject access high-quality training within the multi-academy Trust networks".

**- Ofsted 2023**

# Person Specification

## Qualifications and Experience

	Essential	Desirable
<ul style="list-style-type: none"> <li>Knowledge and expertise in digital marketing and communications</li> </ul>	✓	
<ul style="list-style-type: none"> <li>High-quality written communication skills to write and proof-read effectively</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Ability to use social media analytics tools (e.g. Meta, Google Analytics, Mailchimp, etc.) to measure engagement and improve performance</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Skills in editing a CMS website, particularly Wordpress</li> </ul>		✓
<ul style="list-style-type: none"> <li>Exposure to working on news articles and press releases</li> </ul>		✓
<ul style="list-style-type: none"> <li>Managing social media advertising accounts</li> </ul>		✓
<ul style="list-style-type: none"> <li>Confidently plans, shoots, and produces photography and videography content, ensuring high-quality results ready for posting.</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Proficiency in Adobe Creative Suite (e.g. Photoshop, Illustrator, Premiere Pro) to design and produce high-quality marketing materials</li> </ul>		✓
<ul style="list-style-type: none"> <li>Basic knowledge of SEO principles for web and content optimization</li> </ul>		✓
<ul style="list-style-type: none"> <li>Full UK driving licence and access to own vehicle</li> </ul>	✓	

## Professional & Personal Attributes

- Excellent attention to detail and commitment to accuracy and quality
- Strong organisational and time-management skills, with the ability to manage multiple tasks and deadlines effectively.
- Ability to work both independently and as part of a team, demonstrating initiative while contributing positively to team objectives.
- Proactive, creative and solutions-focused approach to communications challenges
- Adaptable and resilient, with the ability to respond positively to changing priorities and emerging communication needs.
- Strong interpersonal skills with the confidence to engage with a wide range of stakeholders
- Commitment to continuous professional development in digital communications
- To show an interest in the ethos, mission and values of the Trust and demonstrate this in all work activities.

All Essential Criteria

## How to Apply

If you are interested in this position and would like to have a more detailed conversation or arrange a visit to the school before making the decision to apply for the post, please contact:

Jo Barker-Platt, Director of People and Culture

[HR@aletheiaacademies.org.uk](mailto:HR@aletheiaacademies.org.uk)

01474 533 082

To apply for this role, please visit MyNewTerm:

[Apply Now](#)



Aletheia Academies Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and governors to share this commitment. All successful candidates will be subject to an enhanced DBS check along with other relevant employment checks, including overseas criminal background checks where applicable. Our policy statement on the recruitment of ex offenders can be found on our website. All new employees, volunteers and governors will be required to undertake safeguarding training on induction which will be regularly updated in line with statutory guidance.

**Please click here to view: [Our Trust policies](#) or [Our recruitment of Ex-Offenders policy](#).**



# Contact Us



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Academies Trust

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