

JOB DESCRIPTION

Job Title	Careers and Communications Lead
Grade	H/I
Responsible to	Headteacher (with day-to-day link to Assistant Headteacher – Experience)
Staff Managed	N/a
Job Family	Support Staff
Job Purpose	<p>Lead the design, delivery and continuous development of a whole-school CEIAG (Careers Education, Information, Advice & Guidance) programme that is ambitious, inclusive and fully aligned with statutory expectations. The postholder will ensure that every student benefits from meaningful encounters, high-quality personal guidance and a well-sequenced careers curriculum that raises aspirations and supports successful progression into post-16 and post-18 destinations.</p> <p>Take strategic responsibility for all school communications and marketing, strengthening the school’s public profile and reputation through professional, timely and values-driven content. This includes leading recruitment campaigns for Year 7 and Sixth Form, producing high-quality digital and printed materials, and ensuring the school’s online presence is accurate, engaging and representative of the vibrant school community.</p> <p>Promote and model the school’s ethos, safeguarding culture and commitment to equality, diversity and inclusion across all aspects of careers and communications work. The postholder will work proactively with students, staff, senior leaders, families and external partners to enhance opportunity and community engagement.</p> <p>Hybrid working is an option for specific tasks, such as digital design, website maintenance, newsletter production and other creative or administrative work, where operational needs allow and high standards of productivity, confidentiality and safeguarding can be maintained.</p>
Accountabilities / Key Responsibilities	
Key Responsibilities	<ol style="list-style-type: none"> 1. Leadership of Careers (CEIAG) <ul style="list-style-type: none"> • Lead and regularly review the school’s careers strategy in line with the Gatsby Benchmarks. • Ensure compliance with all statutory careers guidance requirements, including provider access for Years 7–13. • Produce an annual CEIAG development plan and a report for senior leaders and the school committee. • Maintain current knowledge of labour-market information, apprenticeship and technical pathways, and HE/FE developments. 2. Personal Guidance and Student Support <ul style="list-style-type: none"> • Provide impartial one-to-one guidance for KS4 and KS5 students. (Early support for KS3 as part of Step Interventions) • Support applications for university, apprenticeships, employment and specialist routes. • Deliver small-group sessions, parent events, drop-ins and assemblies. • Strengthen student transition and destination outcomes in collaboration with senior staff. • Work closely with the inclusion team to identify and support students who are at risk of becoming NEET

3. Work Experience and Employer Engagement

- Lead the Year 10 and Year 12 work-experience programmes.
- Build and maintain relationships with employers, FE/HE providers and training organisations.
- Coordinate risk assessments, placement arrangements, briefing sessions and evaluation.
- Maintain a structured, year-group-spanning employer-engagement calendar.

4. Careers Curriculum & Whole-School Promotion

- Embed careers learning in curriculum subjects and support teachers with careers-linked resources.
- Coordinate careers fairs, university visits, apprenticeship workshops, employer talks and alumni events.
- Ensure careers information is visible and inspiring across displays, digital platforms and printed materials.
- Maintain digital and physical CEIAG resources.

5. Communications & Marketing Leadership

- Lead the school's communication strategy across all platforms.
- Produce the fortnightly school newsletter with accurate, polished and values-aligned content.
- Maintain the school website with up-to-date, compliant and high-quality material.
- Manage social media channels with brand-consistent and engaging posts.
- Produce key marketing materials, such as:
 - Sixth Form Prospectus
 - KS4 Options Booklet
 - Transition materials for Year 5/6
 - Promotional videos, banners and displays
- Support student recruitment and strengthen the school's public image.

6. External Relations & Community Engagement

- Represent the school at employer events, careers hubs, and regional networking opportunities.
- Build relationships with businesses, community groups, colleges and universities.
- Engage parents and carers through effective communication and events.


7. Data, Administration & Compliance

- Keep accurate CEIAG records, including interventions, employer encounters and destinations.
- Ensure compliance with provider access requirements for all year groups.
- Track and report destination data for Year 11 and Year 13.
- Maintain a CEIAG resource bank and digital hub.

8. Safeguarding, Equality, Data Protection & H&S

- Ensure all communications and careers activity follow safeguarding expectations.
- Maintain strict compliance with GDPR for student data, images and online content.
- Promote equality, diversity and inclusion throughout CEIAG and communications.

	<ul style="list-style-type: none"> Follow health-and-safety procedures for work-experience placements and events. <p>9. Professional Development & Additional Duties</p> <ul style="list-style-type: none"> Keep up to date with CEIAG, LMI and communications best practice. Complete the Level 6 Careers Qualification if not already held. Support key school events such as open evenings and transition days. Carry out additional duties consistent with the role. Use hybrid working where appropriate for tasks such as design and newsletter production.
Communications	<ul style="list-style-type: none"> Communicate effectively with other staff, visitors, contractors, students and their families/carers Act as the first point of contact in response to enquiries Attend staff meetings and training days by agreement with your line manager
Safeguarding	<ul style="list-style-type: none"> Know about data protection issues in the context of your role Maintain confidentiality as appropriate Be responsible for promoting and safeguarding the welfare of children and young people that you are responsible for and come into contact with, by knowing who to report concerns to
Systems and Information	<ul style="list-style-type: none"> Maintain computerised and manual records Be aware that different types of information exist (for example, confidential information, personal data and sensitive personal data) and appreciate the implications of those differences Share information appropriately – in writing, by telephone, electronically and in person.
Data Protection	<ul style="list-style-type: none"> To comply with the Trusts policies and supporting documentation in relation to Information Governance – this includes Data Protection, Information Security and Confidentiality Know about data protection issues in the contact of your role
Health and Safety	<ul style="list-style-type: none"> Be aware of and implement your health and safety responsibilities as an employee and where appropriate any additional specialist or managerial health and safety responsibilities as defined in the Health and Safety policy and procedure To work with colleagues and others to maintain health, safety and welfare within the working environment,
Equalities	<ul style="list-style-type: none"> We aim to make sure that services are provided fairly to all sections of our community, and that all our existing and future employees have equal opportunities Ensure services are delivered in accordance with the aims of the Equal Opportunities Policy Statement Develop own understanding of equality issues
Flexibility	<ul style="list-style-type: none"> Whilst this job outline provides a summary of the post, this may need to be adapted or adjusted to meet changing circumstances Reasonable additional duties commensurate with the grading of the job role may be requested from your line manager Permanent and significant changes would be subject to consultation. All staff are required to comply with Policies and Procedures
Customer Service	<ul style="list-style-type: none"> The Trust requires a commitment to equity of access and outcomes, this will include due regard to equality, diversity, dignity, respect and human rights and working with others to keep vulnerable people safe from abuse and mistreatment

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- The Trust requires that staff offer the next level of service to their customers and behave in a way that gives them confidence. Customers will be treated as individuals, with respect for their diversity, culture and values
 - Understand your own role and its limits and the importance of providing care or support.

PERSON SPECIFICATION

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Grade	H/I	
Responsible to	Headteacher (with day-to-day link to Assistant Headteacher – Experience)	
Staff Managed	N/a	
Job Family	Support Staff	
Essential	Desirable (if not attained, development may be provided for successful candidate)	
Qualifications		
<ul style="list-style-type: none"> Level 6 Careers Guidance qualification, or willingness to work towards it. Strong ICT and digital-media skills. Commitment to safeguarding training and ongoing CPD. 	<ul style="list-style-type: none"> Qualifications in marketing, media, design or communications. Experience with CMS, analytics tools, photography, video or creative software. 	
Knowledge and skills		
<ul style="list-style-type: none"> Knowledge of post-16 and post-18 pathways including apprenticeships, technical routes and HE/FE. Understanding of statutory careers guidance and the Gatsby Benchmarks. Strong written and verbal communication skills. Ability to plan, organise and meet deadlines. Understanding of safeguarding, professional boundaries and confidentiality. Creativity and excellent attention to detail. 	<ul style="list-style-type: none"> Skills in design, photography, video editing or analytics. Knowledge of local labour-market trends and employer networks. 	
Experience		
<ul style="list-style-type: none"> Experience delivering or supporting careers guidance in a school or FE setting. Experience supporting young people in an advisory or pastoral role. Experience producing and managing communications (website, newsletter, social media). Experience working with employers or external partners. 	<ul style="list-style-type: none"> Experience organising work experience or employer-engagement programmes. Experience planning careers events. Experience producing marketing materials or multimedia content. 	
Other requirements		
<ul style="list-style-type: none"> Professional, positive and student-centred. Creative, proactive and solution-focused. Highly organised and detail-focused. Confident communicator with varied audiences. Motivated, discreet and aligned with school values. 	<ul style="list-style-type: none"> Passionate about raising aspirations and expanding opportunities for young people. Confident representing the school at public events. 	