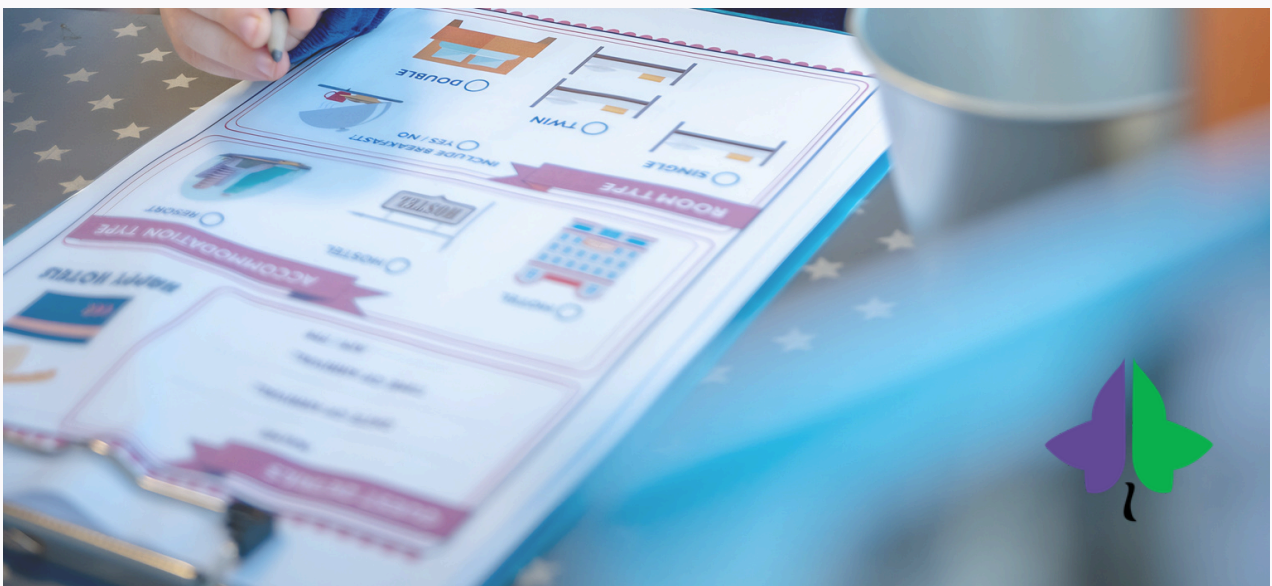


Marketing and Communications Officer

Recruitment Pack





MAKING IT EASY TO MAKE A DIFFERENCE

WELCOME

Ivy Learning Trust is a group of 17 primary schools in Enfield and Hertfordshire. We are dedicated to making it easy for our staff to make a difference so that we can give children the best possible education. We are a collaborative Trust, working together to share knowledge and expertise, support each other and celebrate success.

We are looking for a Marketing and Communications Officer to join our Central Team. Reporting to the Head of Communications, you will support the delivery of our communications and marketing strategy, building on the strong reputation of our Trust and schools, strengthening internal communications and improving community engagement. You'll create content which brings our work to life across print and digital platforms and provide day-to-day administrative comms support.

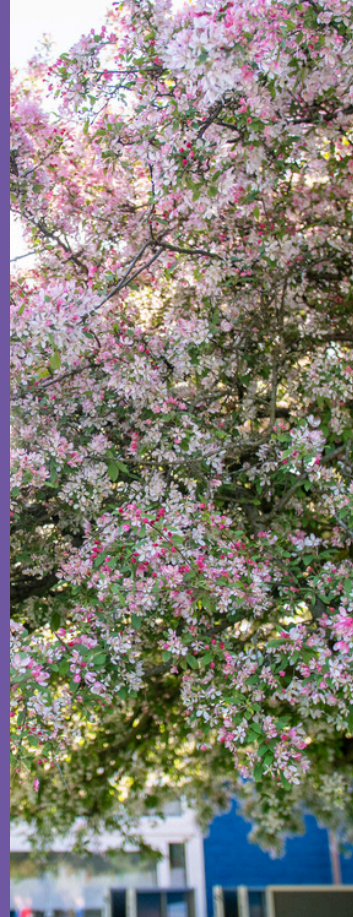
This is a remote role, with travel to meetings and schools. It is term-time only and we are open to full-time / part-time / flexible hours.

Our Vision

Ivy is a charity and our purpose is to provide education for the public benefit.

We have four guiding principles:

- We are one family of schools.
- Good education is a birthright.
- We make it easy to make a difference.
- Local leaders know their communities best.



Ivy Learning Trust is a family of schools dedicated to giving children a great education. We formed our Trust in 2017 with two Enfield primary schools, Brimsdown and Lavender, in order to formalise the already close working relationship between them. We now have a network of 17 primary schools across North London and Hertfordshire.

This collaboration has enabled our community to benefit from the expertise and talents at each joining school, with leaders sharing successful techniques and innovations. Staff enjoy better access to CPD programmes and opportunities to develop their careers. We are a supportive community, dedicated to ensuring that no one is left behind and that everyone benefits from being part of our Trust.

OUR SCHOOLS



17

Schools

*All Good,
Outstanding or
Expected Standard+*

SCHOOL	LOCATION	JOINED	OFSTED
1. Lavender	Enfield	2017	Good (2025)
2. Brimsdown	Enfield	2017	Good (2023)
3. Churchfield	Enfield	2018	Good (2022)
4. Eastfield	Enfield	2018	Good (2022)
5. Larkspur	Hertfordshire	2018	Good (2023)
6. Walker	Enfield	2019	Good (2023)
7. The Wroxham	Hertfordshire	2019	Good (2024)
8. Woodside	Hertfordshire	2020	Good (2025)
9. Crabtree Infants	Hertfordshire	2021	Outstanding (2024)
10. Crabtree Junior	Hertfordshire	2021	Outstanding (2023)
11. Peartree	Hertfordshire	2022	Good (2025)
12. Martins Wood	Hertfordshire	2022	●●●●●● (2025)
13. Watchlytes	Hertfordshire	2022	●●●●●● (2025)
14. Round Diamond	Hertfordshire	2023	Outstanding (2025)
15. Windhill21	Hertfordshire	2024	Outstanding (2025)
16. Richard Whittington	Hertfordshire	2024	Good (2019)
17. De Bohun	Enfield	2025	Good (2020)

**Schools inspected since joining Ivy.*

WORKING AT IVY



Staff are overwhelmingly proud to be part of the school community. Regular training helps staff stay sharp and keep ahead of the game. Senior leaders do much to look after staff's wellbeing.

~ Ofsted, Crabtree Junior, 2023

When you join Ivy, you'll have access to a comprehensive range of benefits, designed to support your career progression and wellbeing. As a Trust, we offer an inclusive work environment, recognise and reward excellence, encourage creativity and support ongoing professional growth.



Employee Assistance Programme with access to free counselling, mental health and financial support



Professional development with defined careers pathways and paid study leave



Tax free childcare scheme and admissions priority for the children of school employees



Pension scheme



National pay in line with STPCD



Flexible working available



Cycle to work scheme



Discounted gym membership



Occupational health service

JOB DESCRIPTION

Purpose of the Role:

To support the delivery of Ivy Learning Trust's communications and marketing objectives and ensure that activity is in line with Ivy's strategic goals.

Press and Media

- Work with schools to source stories and identify media opportunities.
- Write and pitch press releases to the media.
- Respond to media requests and build positive relationships with journalists.

Social Media

- Support the delivery of a regular calendar of activity across social media platforms, ensuring brand guidelines are adhered to.
- Source content and write social media posts.
- Monitor and respond to comments on social media.
- Support with social media advertising.

Websites

- Ensure news is engaging and up to date on the Trust website.
- Review Trust and school websites regularly to ensure they are up to date and content is engaging and relevant.

Content Creation

- Write clear, compelling copy for a range of marketing materials.
- Create branded recruitment packs for job vacancies.
- Create promotional materials for schools (eg posters, graphics, flyers).
- Take photography / video at school events.
- Design graphics and videos.
- Support with arranging printing of promotional materials.

JOB DESCRIPTION

Internal Communications

- Support with the delivery of engaging internal communications.
- Ensure the Staff Hub is regularly updated.
- Work with colleagues to source and share stories and successes.

Other Tasks

- Provide administrative support to communications team and support with other tasks as required.
- Coordinate communications and marketing requests from schools.
- Support with managing the Trust's online photo library and ensuring all permissions are up to date.

All Staff Will:

- Promote equality of opportunity.
- Follow safeguarding guidelines and child protection policy / procedures.
- Keep their own performance under review, contributing to monitoring, evaluation and review and participate in performance management / appraisal.
- Promote positive attitudes and behaviour.
- Be committed to achieving the Trust values.
- Promote the Trust in the community.
- Work in partnership with all colleagues including the Trust Board / LGBs.
- Follow the Code of Conduct for Employees at all times.
- Have regard for and act in accordance with Health and Safety policy / practice.
- Celebrate success of pupils and staff.

All schools and services in the Trust are committed to safeguarding and promoting the welfare of children and young people. Therefore, all workers and employees within the Trust are expected to share this commitment. The post holder shall ensure that the duties of the post are undertaken with due regard to the Trust's policies and to their personal responsibilities under the provision of the Health and Safety at Work Act 1974 and all other relevant subordinate legislation.

JOB DESCRIPTION

The job description should not be viewed as a comprehensive description of the post and is not a contract of employment, nor any part of it. Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified.

Employees will be Expected:

- To comply with any reasonable request from those in a position of responsibility to undertake work of a similar level that is not specified in this job description.
- To work with and alongside other staff to ensure that the Trust provides the best possible outcomes for all children.



PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualifications / Training		Degree or equivalent in journalism, communications, marketing or related discipline.
Relevant Experience	Experience working in a communications or marketing environment.	Working in the education or non-profit sector.
	Writing compelling communications content (eg websites, brochures).	Writing press releases and liaising with the media.
	Knowledge and experience of social media platforms.	Campaigns planning.
	Working with multiple stakeholders and building positive relationships.	Supporting internal communications.
Skills	Excellent written communication and proofreading skills.	Experience using Canva.
	Good planning and organisational skills, with the ability to manage conflicting demands and meet deadlines.	Experience updating Wordpress websites.
	Confident working with colleagues at all levels.	Photography / video skills.

PERSON SPECIFICATION

Criteria	Essential	Desirable
	Ability to develop positive relationships with colleagues and the wider community.	
	Ability to maintain confidentiality.	
	Experience using content management systems.	
Personal Qualities	Positive and proactive, with a willingness to learn and a commitment to ongoing professional development.	Driving licence and own transport.
	Friendly, approachable and professional at all times.	
	Understanding of the importance of equal opportunities, diversity and inclusion.	
	Commitment to safeguarding and promoting the welfare of children and young people.	
	Demonstrate a commitment to the Trust's vision and ethos.	
	Willingness to travel to Trust head office and schools as required.	

DETAILS AND TIMELINE

Contract Type:

Permanent, Part-Time
Term-Time Only

Salary:

£35,000 (FTE)

Closing Date:

19 June 2026

Start Date:

September 2026

Our Policies:

 [Privacy Notice](#)

 [Code of Conduct](#)

 [Recruitment](#)

 [Safeguarding](#)

As this role involves working with children, the successful candidate will be subject to a Disclosure and Barring Service (DBS) check.

If you would like to have an informal chat about this role, please contact Natasha Boydell at natasha@ivylearningtrust.org.

