

<b>Post Title</b>	Communications & Engagement Officer
<b>Post Ref No.</b>	CA037
<b>Responsible To</b>	Head of Marketing and Communications
<b>Grade</b>	Grade 9/10 (depending on experience)

<b>Purpose</b>	<p>The Communications &amp; Engagement Officer supports the delivery of the Trust’s marketing and communications priorities by building strong relationships with schools, families and local communities, strengthening internal communications, and contributing to the positive profile and growth of the Trust.</p> <p>The role is operational and delivery-focused, working closely with schools and central teams to ensure that communications are timely, engaging and community-centred, and that staff feel informed, connected and valued.</p>
<b>Community Engagement &amp; Relationships</b>	<ul style="list-style-type: none"> <li>• Support the development and delivery of Trust and school-level community engagement activity.</li> <li>• Build positive relationships with parents, carers, community groups, partners and local stakeholders.</li> <li>• Work with schools to identify and promote community-focused initiatives, events and partnerships.</li> <li>• Capture and share stories that reflect the Trust’s impact within local communities.</li> <li>• Support communications relating to new schools joining the Trust, helping build trust and understanding locally.</li> </ul>
<b>Internal Communications</b>	<ul style="list-style-type: none"> <li>• Support the planning, coordination and delivery of engaging internal communications across the Trust.</li> <li>• Produce content for internal newsletters, briefings and staff updates, ensuring clarity and consistency with the Trust’s tone and values.</li> <li>• Work with central teams and schools to share key messages, successes and developments with staff.</li> <li>• Contribute to initiatives that strengthen staff engagement, connection and sense of belonging across the Trust.</li> </ul>
<b>Content Creation &amp; Storytelling</b>	<ul style="list-style-type: none"> <li>• Create high-quality written content for a range of audiences, including staff, families and community partners.</li> <li>• Gather case studies, news stories and examples of best practice from schools and teams across the Trust.</li> <li>• Support the development of multimedia content (photography, video, graphics) to bring Trust and school stories to life.</li> <li>• Ensure content reflects the Trust’s values, brand and inclusive ethos.</li> </ul>

<p><b>Digital &amp; Campaign Support</b></p>	<ul style="list-style-type: none"> <li>• Support the delivery of marketing and communications campaigns across digital and offline channels.</li> <li>• Assist with website updates, ensuring content is current, accessible and community-focused.</li> <li>• Support social media activity by sourcing content, drafting posts and highlighting community engagement.</li> <li>• Monitor engagement and feedback to help improve future activity.</li> </ul>
<p><b>Events &amp; Trust Activity</b></p>	<ul style="list-style-type: none"> <li>• Support the planning and promotion of Trust and school events, particularly those involving families and communities.</li> <li>• Attend events as required to support delivery, capture content and represent the Trust positively.</li> <li>• Assist with post-event communications and evaluation.</li> </ul>
<p><b>Working Practices &amp; Professional Responsibilities'</b></p>	<ul style="list-style-type: none"> <li>• Work collaboratively with schools, central teams and the Marketing &amp; Communications Manager.</li> <li>• Ensure all communications comply with safeguarding, confidentiality and data protection requirements.</li> <li>• Contribute positively to the Trust's ethos and commitment to inclusion and equality.</li> <li>• Take part in training, professional development and performance review processes.</li> </ul>
<p><b>Additional Information</b></p>	<ul style="list-style-type: none"> <li>• To take a full part in promoting the good name of the Trust and contributing positively to the overall ethos/work/aims of the Trust.</li> <li>• Be aware of and comply with policies and procedures relating to child protection, health and safety, security confidentiality and data protection.</li> <li>• Participate in training, other learning activities and appraisal as required.</li> <li>• Recognise own strengths and areas of expertise and use those to advise and support others.</li> <li>• It is the practice of the Trust to periodically to examine employees' job descriptions and to update them to ensure that they relate to jobs as they are being performed, or to incorporate whatever changes are being proposed. It is the Trusts aim to reach agreement on any alterations. If this is not possible we reserves the right to insist on changes to job descriptions after consultation.</li> </ul>
<p><b>Safeguarding</b></p>	<ul style="list-style-type: none"> <li>• Cumbria Education Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.</li> <li>• It is the responsibility of all adults employed by CET to safeguard and promote the welfare of children and young people. This responsibility extends to a duty of care for those adults employed, commissioned, or contracted to work with children or young people.</li> <li>• Applicants for all posts must be willing to undergo safeguarding and DBS screening appropriate to the post.</li> </ul>

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications/ Training</b>	<ul style="list-style-type: none"> <li>Degree or equivalent in communications, public relations (PR), marketing, business management or a related discipline.</li> </ul>	<ul style="list-style-type: none"> <li>Professional qualification in communications, PR or marketing.</li> <li>Member of the Chartered Institute of Marketing or the Chartered Institute of Public Relations, with evidence of continued professional development.</li> </ul>
<b>Relevant Experience</b>	<ul style="list-style-type: none"> <li>Experience producing written content for a range of audiences.</li> <li>Experience working with multiple stakeholders and building positive relationships.</li> <li>Experience supporting communications, marketing or engagement activity.</li> </ul>	<ul style="list-style-type: none"> <li>Experience working in education, public sector or not-for-profit settings.</li> <li>Experience of community engagement or partnership working.</li> <li>Experience of supporting internal communications.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Awareness of communications, marketing and PR trends and best practice.</li> </ul>	<ul style="list-style-type: none"> <li>Understanding of national and local educational services.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Strong written communication skills, with attention to tone and audience.</li> <li>Ability to gather information and turn it into clear, engaging content.</li> <li>Good organisational skills and ability to manage competing tasks.</li> <li>Strong interpersonal skills and confidence working with staff at all levels.</li> <li>Good IT skills, including MS Office.</li> </ul>	<ul style="list-style-type: none"> <li>Digital, social media or content management skills.</li> <li>Photography or video skills.</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>Friendly, approachable and professional.</li> <li>Positive and proactive, with a willingness to learn and develop.</li> <li>Values-driven, with an understanding of the importance of community, inclusion and safeguarding.</li> <li>Able to work independently while contributing effectively to a team.</li> <li>Flexible and resilient, with a practical “can-do” attitude.</li> </ul>	
<b>Special Circumstances</b>	<ul style="list-style-type: none"> <li>A willingness to take a full role in the life of the Trust and Trust schools.</li> </ul>	

	Essential	Desirable
	<ul style="list-style-type: none"><li>• Understanding of critical importance of the safeguarding of children.</li><li>• Commitment to Equality &amp; Diversity.</li><li>• The ability to drive, with a car and full driving licence, as travel around Cumbria is required.</li></ul>	