

Post Title	Marketing & Communications Manager
Post Ref No.	
Responsible To	Director of Strategy and Operations
Grade	12A/B

Purpose	<ul style="list-style-type: none"> Develop and deliver Cumbria Education Trust’s (“the Trust” or “CET”) Marketing & Communications Strategy and create and manage an associated Delivery Plan, ensuring a proactive approach to Marketing and Communications, whilst protecting and enhancing CET’s brand and reputation. Line manage and support the Marketing & Communications Team.
Planning and Delivery	<ul style="list-style-type: none"> Create a marketing and communications Strategy that is innovative, brand enhancing and reflects CET’s vision and values. Create, manage and deliver a marketing and communications delivery plan, ensuring that key milestones are met and that the Trust’s marketing and communications service is first class. Manage CET’s marketing and communications budget, providing regular budget updates to the Director of Strategy and Operations. Provide expert marketing and communications advice and guidance to teams throughout the Trust on delivery of campaigns, publications etc. Work closely with each Trust school to understand and support their marketing & communications requirements, which should, ultimately, result in increased awareness of the school in their community. Write compelling content for a broad range of communication channels and audiences. Create and manage the delivery of effective communications plans for specific campaigns. Monitor, manage and track the marketing and communications campaigns and strategies used by the Trust, to ensure that they are effective and that impact is maximised. Manage the Trust’s visual content, ensuring that it is innovative and brand enhancing. Undertake regular reviews of CET’s delivery of marketing and communications, to ensure that customer experience (internal and external) is continually enhanced. Proactively source, write and edit news stories and press releases for use in online and offline media, encouraging contributions of news from CET staff and students. Design, copy-write and distribute regular newsletters both internally and externally. Continually review and develop the Trust’s brand identity, to establish consistency in CET’s communication tone, style, language and image, and implement this throughout the Central Team and Trust schools. Work closely with members of CET’s Senior Leadership Teams on specific projects which require marketing and communications support, examples of projects include the management of communications following Ofsted inspections. Support CET’s Senior Leadership Teams with the growth of the Trust, including supporting with due diligence processes when new schools join the Trust.

Line Management	<ul style="list-style-type: none"> Line manage, supervise and support the training of staff within the Marketing and Communications Team. Champion excellent customer service and ensure that staff within the Marketing and Communications Team deliver this within their work. Build and develop positive and professional relationships within the team and with staff throughout the Trust.
Social Media	<ul style="list-style-type: none"> Manage the delivery of CET social media and digital content. Create and manage an ongoing social media content plan for the Trust and Trust schools, to ensure that CET has an active social media presence, and that content is proactive, relevant and innovative. Report and analyse CET’s social media platforms, to ensure engagement is enhanced and content reach is maximised. Work with Trust schools to ensure that they understand and deliver CET’s social media requirements, training staff in the use of social media platforms, as required.
Websites	<ul style="list-style-type: none"> Manage, develop and improve CET’s website, creating a regular cycle of updates and review of content. Work with Trust schools to ensure that there is a consistent tone and style across each website, ensuring that statutory documentation is made available, providing staff with necessary training, as required. Ensure that the Trust and Trust schools have an up to date and relevant photo and video library, that can be used on websites and social media platforms, which positively reflects the CET brand. Monitor mentions of CET across digital sites and forums.
Internal Communication	<ul style="list-style-type: none"> Work with the Senior Leadership Team to ensure that internal communication is engaging and motivating, resulting in CET being a “Great Employer” and an employer of choice. Monitor, evaluate and report on performance of internal communication activities. Manage the coordination, production and distribution of newsletters and key bulletins. Work with the Senior Leadership Team, and key Central Teams, to build strategies, including the implementation of a staff intranet, to increase employee engagement throughout the Trust. Lead and develop a Trust wide Recognition Strategy that highlights individual, team and CET wide outcomes and achievements.
Events	<ul style="list-style-type: none"> Support the Director of Strategy and Operations with the management of CET events, as required, ensuring that they are effectively delivered and enhance CET’s brand and reputation. Deliver effective marketing for events. Capture a photographic record of CET events for use in publications. Undertake a post event reviews, as required, to capture what went well or any areas for improvement.
Crisis Communications	<ul style="list-style-type: none"> In the event of a crisis, when reactive communication is required, create and manage Crisis Communication Plans, working closely with the Director of Strategy and Operations. Draft press releases and statements on behalf of the Senior Leadership Team, which protect CET’s reputation, and create a reactive Communications Plan, if required.

Additional Information	<ul style="list-style-type: none"> • After the delivery of crisis communication, evaluate the incident, how it was responded to, whether the communication effectively protected CET and whether any improvements could be made to the Trust’s Operational Communication Management processes. • Create effective working relationships with the press within CET’s area of operation. • Provide out of hours communications support, as required.
Safeguarding	<ul style="list-style-type: none"> • 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. • Be aware of and comply with policies and procedures relating to child protection, health and safety, security confidentiality and data protection. • Participate in training, other learning activities and appraisal as required. • Recognise own strengths and areas of expertise and use those to advise and support others. • 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.
Safeguarding	<ul style="list-style-type: none"> • 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. • 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. • Applicants for all posts must be willing to undergo safeguarding and DBS screening appropriate to the post.

	Essential	Desirable
Qualifications/ Training	<ul style="list-style-type: none"> • Degree or equivalent in communications, public relations (PR), marketing, business management or a related discipline. 	<ul style="list-style-type: none"> • Professional qualification in communications, PR or marketing. • Member of the Chartered Institute of Marketing or the Chartered Institute of Public Relations, with evidence of continued professional development.
Relevant Experience	Experience of: <ul style="list-style-type: none"> • Line managing and supporting a team. • Writing high-quality, engaging and compelling content for online, offline and internal communications and literature. 	Experience of: <ul style="list-style-type: none"> • Delivering and managing marketing and communications within the education sector or a not for profit organisation. • Working within a Multi Academy Trust.

	Essential	Desirable
	<ul style="list-style-type: none"> • Creating and managing effective Communications Plans and leading projects from concept to completion. • Managing digital and offline marketing campaigns. • Implementing multi-channel marketing techniques. • Managing website content and social media channels. • Managing and marketing events. • Monitoring, evaluating and analysing campaigns and marketing processes to ensure success. 	<ul style="list-style-type: none"> • Using design software. • Producing graphics and videos to positively promote an organisation. • Creating and editing videos. • Taking high quality photos.
Knowledge	<ul style="list-style-type: none"> • Awareness of communications, marketing and PR trends and best practice. 	<ul style="list-style-type: none"> • Understanding of national and local educational services.
Skills	<ul style="list-style-type: none"> • Exceptional writing skills. In particular, the ability to assimilate and understand complex issues and distil them into a clear and engaging format. • Ability to capture an authentic and consistent voice in written communications. • Strong attention to detail, particularly copywriting, proof reading and design. • Strong planning and project management skills, accompanied by an ability to execute multiple projects concurrently in a fast-paced, collaborative, deadline orientated environment. • Excellent communication skills in written and verbal forms. • Excellent interpersonal skills, with the ability to influence, persuade and lead key stakeholders. • Excellent analytical skills with sound judgement and willingness to make key decisions incisively. • Ability to manage time effectively, with a proactive attitude. 	

	Essential	Desirable
	<ul style="list-style-type: none"> • Ability to achieve own and team’s performance through constructive challenge, self-evaluation and exploration of alternative ideas and methods. • Computer and IT skills with proficiency in MS Office suite. 	
Personal Qualities	<ul style="list-style-type: none"> • Emotionally intelligent, with a can do attitude. • The ability to create and build positive, professional working relationships with staff at all levels throughout the Trust. • The ability to work independently and as part of a team. • Friendly, approachable and self-motivated. • Highly organised with an energy, drive and flexibility to ensure a job is done and done well. • Innovative and inspirational, with an appetite to seek out and develop innovative practices and technologies. • Committed to delivering high quality services. 	
Special Circumstances	<ul style="list-style-type: none"> • A willingness to take a full role in the life of the Trust and Trust schools. • Understanding of critical importance of the safeguarding of children. • Commitment to Equality & Diversity. • The ability to drive, with a car and full driving licence, as travel around Cumbria is required. 	