

# Content and Communications Manager

## Application & Information Pack



*Start date: September 2026*

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Outstanding  
pupil experience

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Excellence  
in education

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Impactful  
teaching

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Effective  
partnerships

'All pupils  
achieve the  
highest standard  
of educational  
outcomes  
regardless of  
circumstance or  
background'

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# 1

## Welcome from the Chief Executive and Chair of Trustees

On behalf of the Trust board, we would like to thank you for your interest in the post of Content and Communications Manager.

The Content and Communications Manager is a hugely important role, central to the development and delivery of high-quality communications, digital content and brand engagement across the Trust. As a key member of the central team, you will work closely with the Head of Communications, senior leaders and school-based colleagues to promote the achievements, values and vision of the Trust through creative and impactful storytelling.

This role offers an exciting opportunity to use your professional expertise to make a significant impact across a broad range of communications and marketing activities. From producing engaging written and visual content, to managing websites, social media platforms and digital campaigns, you will play a vital role in strengthening the Trust's profile and ensuring that our communications are professional, consistent and engaging.

You will also contribute to the continued development of the Trust's brand and digital presence, helping to embed our 'One Trust One Organisation' ethos across all schools and stakeholders. Through creative design and content creation, you will help showcase the exceptional work taking place across our family of schools.

At our Trust, we believe that every child is a special individual, capable of extraordinary things. All schools support and challenge every child to do what they think they cannot, to persist, to work hard and to be their best.

A defining feature of the Trust is that it is a specialist primary phase Trust. This means that our work is driven by the distinctive needs of primary schools.

As a group of primary schools, our vision inspires us to work as One Trust One Organisation, at the forefront of educational leadership and innovation. We are truly inclusive, working hard to ensure fairness and equality of opportunity.

Our pupils come from diverse backgrounds and our educational offer is respectful, engaging and aspirational. We want pupils to benefit from all aspects of learning whilst also making an active contribution as members of a wider community committed to a healthy and just society.

The Trust currently operates fourteen schools across the Birmingham and Dudley areas of the West Midlands and plans to grow further over the coming years.

We offer a competitive salary, a range of employee benefits, the opportunity to join the Local Government Pension Scheme and a strong sense of shared moral purpose to make a difference to the lives of children and families.

If you are seeking a fresh challenge, enjoy working creatively in a fast-paced environment and are looking for an opportunity to make this role something special, we would welcome your application.

This information pack has been developed to provide a summary of all of the information you need to consider when applying for the role. Within the pack, you will find details of the role, a job description, person specification and information about how to apply.

We wish you every success with your application.

Best wishes,



**Rob Bowater**  
Chief Executive Officer



**David Sheldon**  
Chair of Trustees

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## About drb Ignite Trust

*'All pupils achieve the highest standards of educational outcomes regardless of circumstance or background'*

drb Ignite Multi Academy Trust is a vibrant and growing charitable organisation. As a unique family of fourteen primary schools, our vision and values are shared and constantly lived across all schools.

Established in October 2014, the Trust is an ambitious and forward-looking organisation with a clear mission to drive educational excellence across its schools.

As a modern civic institution, we are committed to improving education for the public good.

Central to our ethos is the belief that strong, effective school leadership and collaborative working are fundamental to achieving and sustaining this mission for the benefit of all pupils.

Operating across Birmingham and Dudley, our specialist primary phase Trust consists of thirteen community schools and one Church of England school, providing education from nursery through to Year 6.

The close geographic proximity of our schools enables seamless collaboration among staff, allowing for the sharing of expertise, resources, and best practice to deliver sustained school improvement.

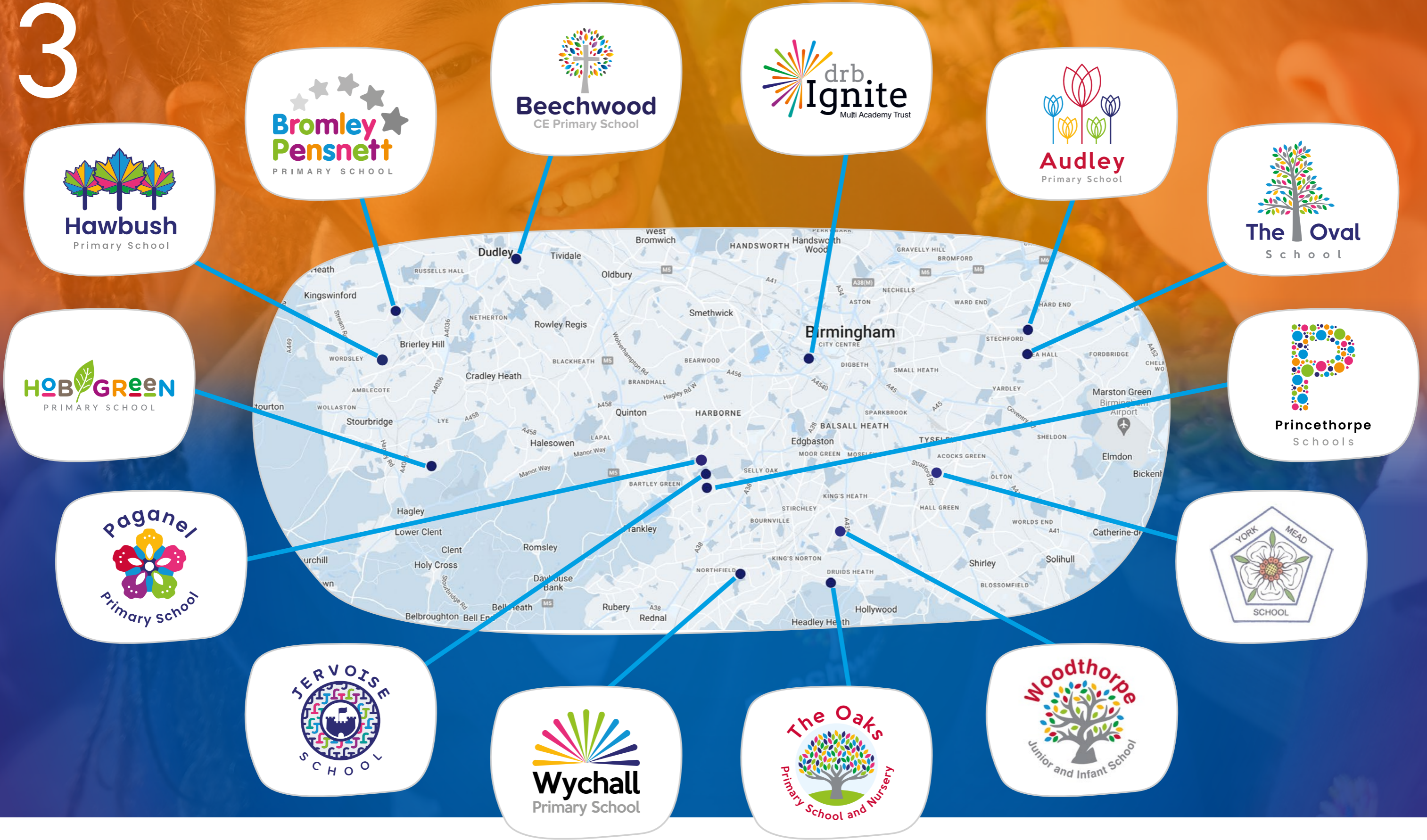
This collaborative approach is a defining feature of our organisational model and underpins the strength of our community.

With an annual budget of £38 million, provided by the Department for Education (DfE), the Trust carefully manages its resources to maintain consistently high standards of teaching and learning for more than 4,600 pupils.

As a well-established Trust, we continue to look ahead with confidence, aspiring to further growth and impact across the West Midlands region.



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## Our vision, values and operating principles

### Our vision

*'All pupils achieve the highest standards of educational outcomes regardless of circumstance or background'*

The Trust supports the concept of simplicity over complexity and uses this as a principle to drive improvement. In essence this means:



- children are at the centre of all thinking at all times
- inclusion, equity, and equality matter
- respectful partnerships with parents, carers and the local community make a real difference
- staff wellbeing and professional development are central to effective school improvement
- compassionate leadership by all senior leaders provides inspiration to act and motivation to hold each other to account
- collaboration within and between schools is supportive and drives rapid improvement
- no school is an island
- sustainable school improvement is underpinned by effective governance and financial systems and processes

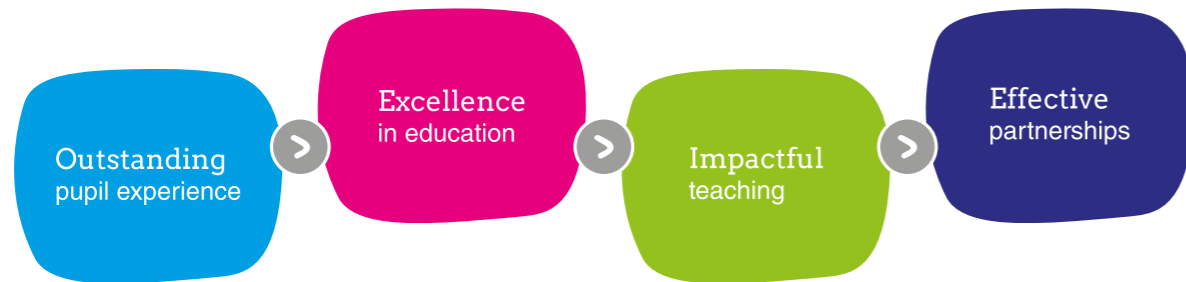
### Our values

As a family of schools, we have a set of shared values which are central to our vision and approach. They articulate how we respect pupils, work together, and develop effective partnerships within and beyond the Trust.



## Our operating principles

Our vision and values are supported by four operating principles which shape our planning and create the conditions for deep collaboration, helping us to retain a strong focus on our intended outcomes:



### Outstanding pupil experience

#### Indicators of success

- ✓ Pupils enjoy coming to school and learning
- ✓ Pupils make good progress and achieve well
- ✓ Pupils are safe and well
- ✓ Pupils develop as confident, responsible social and community citizens

### Excellence in education

#### Indicators of success

- ✓ The curriculum is current, relevant, and exciting
- ✓ Pupils develop transferable skills, rigour of thought, resilience, and a positive outlook
- ✓ Pupils are engaged by the cutting-edge learning experiences and opportunities
- ✓ Learning environments are safe, welcoming and enticing
- ✓ Teachers and pupils have great learning relationships



### Impactful teaching

#### Indicators of success

- ✓ The Trust has a leading reputation and increases its profile and impact steadily over time
- ✓ Teacher development is strongly embedded and leaves a tangible footprint on curriculum and teaching
- ✓ Teaching is consistently good across all phases
- ✓ Teachers enjoy their work and want to develop their knowledge, skills and understanding

### Effective partnerships

#### Indicators of success

- ✓ The Trust is a partner of choice for parents through its compelling school improvement work
- ✓ The Trust understands the complexity behind achievement gaps and responds by working collaboratively with others
- ✓ Collaboration is at the heart of the Trust's school improvement model
- ✓ Our outward facing approach sustains a range of enhancing partnerships beyond the Trust

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## One Trust One Organisation

To achieve great outcomes for pupils and sustain effective performance over time we keep our strategic design model simple:

### *'One Trust One Organisation'*

We are united by the belief that greater impact is achieved collectively than any individual school could accomplish in isolation. This conviction underpins the development of a purpose-built, resilient, and adaptive system, one designed to meet current challenges and anticipate those of the future.

Our 'One Trust – One Organisation' approach reflects a comprehensive and collaborative ethos that maximises the Trust's capacity to deliver high-quality education, promote professional collaboration, and sustain a shared sense of purpose across all schools. It enables alignment in vision, consistency in standards, and efficiency in operations, while fostering an inclusive culture that values every contribution.

This unified model enhances our ability to:

- Elevate and sustain school improvement across the Trust;
- Strengthen support and professional development for staff;
- Maintain focus on shared priorities; and
- Ensure appropriate accountability at every level.

At the same time, schools are empowered to respond to the distinct needs of their local communities, ensuring decisions remain responsive and contextually relevant to pupils and families.

This collaborative endeavour is underpinned by a clearly defined Scheme of Delegation, which sets out roles, responsibilities, and accountabilities across the organisation.

This framework enables effective governance, transparency, and consistency, while preserving flexibility and autonomy where it adds the most value.

### Educational Improvement

Educational improvement is the Trust's core business. We are set up to run and improve schools and this must always stand out as our purpose in all decision making.

Our school improvement model reflects the centrality of great teaching that is consistent in providing high-quality learning across all schools and age groups. We are driven by passion about every detail of a pupil's experience, from school entry to transition to secondary school. We see this as central to our social justice responsibilities as a Trust working predominantly in areas facing multiple disadvantage. These challenges have been increased by the impact of the pandemic.

We have a relentless focus on what happens in classrooms every day, the practice of teaching and learning and the quality of the curriculum experiences of pupils. To enable and support this we have established a central school improvement team of senior educational leaders, each with a range of bespoke specialisms and experience.

An executive leader for school improvement has full responsibility for this team and reports directly to the Trust CEO. This has an immediate and positive impact through more effective and timely challenge, intervention and support.

### Our workforce is fundamental to our success and growth

Our workforce is fundamental to our success and growth. Attracting and retaining staff who align with our vision and goals for pupils is a top priority for leaders and Trustees.

We believe the professional capacity and capability of our leadership, teaching, and support staff are central to effective teaching and learning.

As one Trust, we work together to create an expectation of ongoing professional development, teacher enquiry and evidence based practice to support and improve the quality of pedagogy and learning for everyone.

The Trust and its schools use national, regional and local information to understand the holistic challenges facing our pupils and families.

Trustees and staff focus on expressing clear and consistent messages about the Trust's vision and ethos. This ensures a collective responsibility for the health and wellbeing of the whole school community.

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## Employee benefits

Working for drb Ignite Trust has many benefits. We want only the best people to take us forwards and help us to realise our shared vision.

### Continuous Professional Development

One way we demonstrate this is by placing a significant emphasis on the continued professional development of all our staff.

We want everyone to grow and develop with us and believe that regardless of job role or career stage, there should be opportunities to develop skills and experience in order to be better and further your career.

To support chosen career pathways, the Igniting Our Potential Professional Development Programme provides a range of opportunities for networking and CPD. As a family of thirteen schools, we are able to provide cross Trust secondment opportunities.

### Competitive Salaries

We offer competitive salaries for both teaching and non-teaching staff based on the type and level of role.

We are committed to offering national terms and conditions in line with the School Teacher's Pay and Conditions document ('STPCD'), the Burgundy Book (for Teachers) or the NJC Green Book (for support staff).

This ensures we treat people fairly across the Trust as well as remaining competitive.

### Pension Scheme

All staff can be part of either the Teacher's Pension Scheme or a Local Government Pension Scheme (LGPS), benefits include life cover, survivor benefits, and ill health cover.

### Trade Unions and Professional Associations

We recognise all of the leading trade unions and professional associations in the education sector and share the common objective of maintaining good employee relations.

### Expenses and Travel Costs

We remunerate our staff for incurred expenses and travel costs when asked to work outside of the normal work environment. This is in line with our Staff Expense Policy.

### Employee Assistance Programme

As part of our commitment to the wellbeing, everyone has free access to the Employee Assistance Programme.

This is a confidential counselling service which has been developed to support the physical, emotional, and psychological wellbeing of employees, as well as offering legal advice.

### Flexible and Family Friendly Policies

The Trust has generous policies for maternity leave, paternity leave, flexible working and discretionary leave.

We include an informal stage in our flexible working policy to ensure that any concerns or worries can be discussed and explored with a senior manager before having to proceed to a formal stage.

### Flu Vaccines

We offer free flu vaccinations to all staff on an annual basis to help make it easy to be immunized.

### Collaborative Working

As a family of fourteen schools in a close geographical area, we have the ability of being able to work collaboratively with those doing similar roles in different schools, picking up best practice and sharing great ideas.

To support our schools to develop the best curriculum possible, we believe in collaborative planning and sharing ideas and best practice. We have a team of School Improvement Practitioners which include subject specialists who support this collaborative approach and are up to date with the latest subject developments.

All of our School Improvement Practitioners have been appointed from within the Trust. They meet regularly to share best practice and discuss the latest curriculum thinking to develop our Trust curriculum. They also lead on specialist school improvement projects to help the Trust develop its expertise and share best practice and support staff professional development.

### Cycle to work scheme

We offer a discounted cycle scheme to enable staff to save money when purchasing a bicycle, with payments deducted from salary each month.

drb Ignite Trust is proud to be a Disability Confident Committed employer. By signing up to the accreditation we have agreed to commit to the following five commitments:

1. Ensuring our recruitment process is inclusive and accessible, communicating and promoting vacancies
2. Offering an interview to disabled people who meet the minimum criteria for the job
3. Anticipating and providing reasonable adjustments as required
4. Supporting staff who acquire a disability or long-term health condition, enabling them to stay in work
5. At least one activity that will make a difference to disabled people



We are pleased to have been awarded the accreditation and see this as a really positive step forward for the Trust. It shows our commitment to supporting current staff and recruiting and attracting candidates in the future.

It is important to note that if we receive a high volume of applications, we may limit the numbers of interviews offered to both disabled people and non-disabled people.

<b>Job Title:</b>	Content and Communications Manager
<b>Hours of work:</b>	Full time - 37 hours per week (Term-time working arrangements will also be considered)
<b>Reporting to:</b>	Head of Communications
<b>Scale:</b>	Birmingham Grade 4 Scale Points 23 to 31 (£34,434-£41,772 pro rata)
<b>Annual Leave:</b>	30 plus 8 bank holidays and concessionary days
<b>Start date:</b>	September 2026

#### Core Purpose

This is an exciting opportunity for someone who is passionate about storytelling and understands how engaging content and strong visual communication can positively influence schools, communities and audiences.

The Content and Communications Manager will play a leading role in developing and delivering high-quality communications and creative content across the Trust and its schools. The successful candidate will be responsible for enhancing the Trust's digital presence, strengthening stakeholder engagement and ensuring all communications reflect the Trust's vision, values and brand identity.

The role requires a highly creative individual with excellent written communication skills, strong visual storytelling abilities and experience managing websites, social media and digital campaigns. The successful candidate will help celebrate the achievements of our schools while supporting wider Trust priorities including recruitment, community engagement and brand development.

*(Continued)*

## Key Responsibilities:

### Content Creation and Storytelling

- Create engaging written content for newsletters, blogs, websites, case studies, campaigns and social media.
- Produce compelling stories that celebrate pupil achievement, staff success and Trust initiatives.
- Develop creative campaigns that promote the Trust's vision and values.
- Ensure all content is accurate, engaging and aligned with the Trust brand.

### Digital Communications and Social Media

- Manage and grow the Trust's digital presence across all communication channels.
- Create and schedule social media content across multiple platforms.
- Monitor engagement and analytics to evaluate campaign effectiveness.
- Identify new digital trends and opportunities to enhance audience engagement.

### Photography, Videography and Design

- Capture professional photography and video content across Trust schools and events.
- Edit and produce high-quality visual content using Adobe Creative Cloud.
- Design marketing materials, publications, presentations and digital assets.
- Maintain consistency in visual identity and branding across the Trust.

### Website Management

- Manage and update Trust and school websites using WordPress.
- Ensure websites remain compliant, accessible, engaging and up to date.
- Support schools in developing effective online communication and content.
- Improve website functionality, user experience and digital accessibility.

### Internal and External Communications

- Support the delivery of Trust-wide communications strategies.
- Build strong relationships with school leaders and stakeholders.
- Assist with media enquiries, PR opportunities and external communications.
- Support recruitment campaigns and employer branding initiatives.

### Events and Campaigns

- Support the planning, promotion and delivery of Trust events and celebrations.
- Create promotional materials and communication plans for key initiatives.
- Ensure events are effectively captured and promoted across digital platforms.

## Health and Safety:

To work in compliance with the Trust's Health and Safety policies and under the Health and Safety at Work Act (1974), ensuring the safety of all parties with whom contact is made, such as members of the public, in premises or sites controlled by the school.

To ensure compliance with procedures is observed at all times under the provision of safe systems of work through a safe and healthy environment, including training, instruction and supervision as necessary to accomplish those goals.

## Data Protection:

To ensure compliance with the Data Protection Act (1974) and the Freedom of Information Act (2000).

## Line management:

The Communications Manager will be line managed by the Head of Communications and some task management will be via other members of the Executive Team.

## Our Values:

The post holder will be expected to operate in line with Trust values which are:

- Optimism and expectation
- Trust and integrity
- Every contribution counts
- Acts of kindness are noticed and matter
- Success is celebrated

## Safeguarding:

We are committed to safeguarding and protecting the welfare of children and expect all staff and volunteers to share this commitment. A Disclosure and Barring Service Certificate will be required for this post. The post will also be subject to enhanced checks as part of our Prevent Duty.

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## Person Specification

		Essential / Desirable	Method of Assessment
<b>Qualification</b>	Degree in Design, Communications, Marketing, Media, or a related field.	Essential	Application Form / Interview
<b>Experience</b>	Demonstrable experience in managing digital marketing campaigns, preferably in an educational or not-for-profit environment.	Essential	Application Form / Interview
	Proven ability to produce high-quality written content across different channels (web, social media, newsletters).	Essential	Application Form / Interview
	Experience of working in education or a Multi Academy Trust environment	Desirable	Application Form / Interview
<b>Skills and Knowledge</b>	Excellent interpersonal skills, with the ability to build relationships and influence stakeholders at all levels.	Essential	Application Form / Interview
	Proficient with Adobe Creative Suite (eg., Photoshop, InDesign)	Essential	Application Form / Interview
	Strong writing skills with attention to detail and the ability to adapt tone and style for different audiences.	Essential	Application Form / Interview
	Analytical skills to evaluate the effectiveness of digital campaigns.	Essential	Application Form / Interview

		Essential / Desirable	Method of Assessment
	Proficiency in using content management systems (CMS) such as WordPress, social media management tools, and email marketing platforms.	Essential	Application Form / Interview
	Experience in conducting photography and videography	Essential	Application Form / Interview
	Strong organisational skills with the ability to manage multiple projects simultaneously.	Essential	Application Form / Interview
	Excellent communication skills with the ability to communicate at all levels and manage stakeholders effectively	Essential	Application Form / Interview
	Ability to maintain the highest levels of confidentiality and work with discretion	Essential	Application Form / Interview
	Ability to work calmly and productively in a high pressure environment	Essential	Application Form / Interview
	Experience working within a centralised communications team in a Multi Academy Trust.	Desirable	Application Form / Interview
	Experience managing events and public relations activities.	Desirable	Application Form / Interview

		Essential / Desirable	Method of Assessment
<b>Personal Qualities</b>	Commitment to the Trust's vision, values and collaborative culture	Essential	Application Form / Interview
	Creative thinker with a proactive approach to problem-solving.	Essential	Application Form / Interview
	Team player who is able to collaborate effectively while also working independently.	Essential	Application Form / Interview
	Adaptable and resilient, with the ability to work in a fast-paced environment.	Essential	Application Form / Interview
<b>Other</b>	Commitment to diversity, equity and inclusion	Essential	Application Form / Interview
	Enhanced DBS check	Essential	Application Form / Interview
	Full driving licence and use of car	Essential	Application Form / Interview
	Able to travel across the Trust and beyond to carry out duties	Essential	Application Form / Interview

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## What you need to do next

### How to apply

To apply for this role, please complete the online application form located in the Jobs Section on the drb Ignite Multi Academy Trust website: [www.drbignitemat.org/jobs](http://www.drbignitemat.org/jobs).

[Click here to apply](#)

### Informal and exploratory conversations

Informal and exploratory conversations are welcomed and encouraged. Please contact Harpal Sembi, Head of Communications at [hsembi@drbignitemat.org](mailto:hsembi@drbignitemat.org) to discuss this post in confidence.

### Safer Recruitment

In line with Safer Recruitment Practice, a minimum of two references will be sought for shortlisted candidates prior to interview. One reference must be the candidate's current/most recent employer.

The Trust is absolutely committed to safeguarding and promoting the welfare of children and adults through its safer recruitment processes.

The Trust expects all staff and volunteers to share this commitment.

An enhanced DBS check will be required for this post. All shortlisted candidates will be subject to online searches.

### Closing date for applications

The closing date for applications is Wednesday 24th June 2026 at 9am. Subject to successful appointment, we reserve the right bring forward the closing date.

**Interviews:** Wednesday 1st July 2026

**Start date:** September 2026

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## Any Questions?

If you have any questions, please contact Harpal Sembi, Head of Communications at [hsembi@drbignitemat.org](mailto:hsembi@drbignitemat.org) or phone 0121 231 7131.

Thank you for taking the time to review our Content and Communications Manager information pack. We hope that this has inspired you to making an application and look forward to meeting you very soon.



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