



GREAT SCHOOLS  
TRUST

# Recruitment Guide

## Digital Marketing & Communications Officer

**Contract:** One-year fixed-term maternity cover, full-time, 37 hours per week, all year round.

**Location:** Hybrid, with regular travel across Trust academies and the Trust Hub

**Salary:** Competitive package, commensurate with experience

**Start:** Negotiable

  @GSTSchools





# WELCOME TO THE GREAT SCHOOLS TRUST

“Excellence is not a destination – it is who we are, every day.”

Welcome to Great Schools Trust, where belief in every child’s potential meets the daily habits that make success inevitable. In our schools, excellence is not left to chance. It is embedded through clear routines, ambitious teaching, compassionate leadership and a culture where character matters.



#### Our Mission:

To develop in every student the academic skills, intellectual habits, qualities of character, and leadership traits necessary to become a successful, healthy citizen in the global community.



#### Our Vision:

To build a family of outstanding academies where all students, irrespective of their starting points, flourish, are happy and achieve their full potential.



#### Our Values – ASPIRE

- Aspiration
- Self-awareness
- Professionalism
- Integrity
- Respect
- Endeavour

#### Our Pillars of Excellence:



##### People & Leadership –

Growing exceptional leaders who inspire, empower and deliver.



##### Character & Leadership –

Building resilience, integrity and aspiration through values-led education.



##### Educational Transformation –

Relentlessly improving teaching and learning for every child.



##### AI & Future Learning –

Harnessing innovation and technology to personalise and future-proof learning.



##### System Leadership –

Driving improvement across schools with trust-wide accountability and collaboration.



##### Educational Partnerships –

Working with families, communities and global partners to extend opportunity.

#### National Recognition:

- National Behaviour Hub Lead MAT
- Edurio Top 10 for Staff Satisfaction (2024)
- Most Improved MAT in the Northwest for Progress 8 (2023–24)
- Home to the IPCL: The Institute of People, Character & Leadership

## WELCOME FROM THE CEO

### Shane Ierston Chief Executive Officer



Thank you for your interest in the position of Digital Marketing and Communications Officer here at the Great Schools Trust.

This is an important moment for our Trust, and I am pleased that you are considering joining us in a role that is central to how we share our story, celebrate our successes and strengthen our connection with the communities we serve.

Our reputation is one of our most valuable assets. It is built every day through the achievements of our pupils, the dedication of our staff and the distinctive values that shape life across our schools. As we continue to grow our digital presence, promote our academies and communicate the impact of our work with clarity and creativity, we require someone who brings energy, imagination and strong

professional judgement. We are looking for an individual who can create engaging content, manage our digital platforms, support student and staff recruitment, strengthen our brand identity and help ensure that the Great Schools Trust story is told with confidence, consistency and purpose.

You will be joining a committed and collaborative organisation where people genuinely care about the difference we make for children and young people. We will support you to succeed and welcome your ideas, initiative and creativity, recognising the value of excellent marketing and communications in building trust, pride and engagement.

If you share our commitment to excellence in education, communication and community engagement, we would be delighted to receive your application.

Thank you once again for your interest, and I wish you every success in the recruitment process.

Kind regards

*Shane Ierston*





## About the Role

**Contract:** One-year fixed-term maternity cover, full-time (37-Hours), All-Year round

**Location:** Hybrid, with regular travel across Trust academies and the Trust Hub

**Salary:** Competitive package, commensurate with experience

**Reports to:** Chief Operating & Strategic Officer

**Start Date:** Negotiable

We are seeking a creative, dynamic and proactive Digital Marketing and Communications Officer to join the Great Schools Trust on a one-year fixed-term maternity cover contract. This is an exciting opportunity for someone passionate about education, communications and community engagement to help promote our schools' successes, values and wider impact.

As Digital Marcomms Officer, you will create engaging content, deliver effective campaigns and support the development of high-quality marketing materials across the Trust. You will manage and grow our social media channels, keep our websites fresh and accessible and help strengthen our brand identity across all schools.

A key focus of the role will be supporting pupil recruitment and admissions activity. We would particularly welcome candidates with experience of using marketing and communications to improve admissions, engage prospective families and showcase the distinctive offer of schools or educational organisations.

Working closely with school leaders, central colleagues and external partners, you will gather stories, capture events and develop creative content that resonates with parents, pupils, staff, alumni and the wider community. You will also support the development of alumni networks, helping to celebrate the long-term impact of a Great Schools Trust education.

This role is ideal for someone with strong communication and design skills, a good understanding of digital marketing tools and analytics and the ability to manage multiple projects at pace. Most importantly, you will bring the creativity, initiative and professionalism needed to champion our vision and share our schools' achievements with the audiences that matter most.

# Job Description

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## 1) Digital Marketing & Communications

- Create written and visual content for newsletters, websites, blogs, press releases and social media.
- Produce posters, brochures, graphics and digital assets for campaigns, events, recruitment and open days.
- Ensure all content reflects the Trust's brand, tone of voice, values and visual identity.
- Maintain consistent branding across all academies and Trust communications.
- Manage and organise marketing resources so they are current, accessible and effective.

## 2) Website & Digital Presence

- Keep Trust and academy websites accurate, up to date and engaging.
- Upload news stories, events, admissions information and key updates.
- Support website accessibility, user experience and clear navigation.
- Apply basic SEO principles to improve online visibility and audience reach.
- Liaise with external website support where required.

## 3) Admissions, Recruitment and Alumni

- Support marketing activity linked to pupil recruitment and school admissions.
- Promote open evenings, transition events, admissions deadlines and school tours.
- Create campaigns that help prospective families understand each academy's distinctive offer.
- Support staff recruitment through engaging digital content and marketing materials.
- Help develop alumni communications and networks across the Trust.
- Capture and share alumni stories that celebrate the long-term impact of a Great Schools Trust education.

## 4) Social Media and Online Campaigns

- Plan, schedule and monitor content across Trust and academy social media channels.
- Develop campaigns that celebrate school success, values, events and community impact.
- Monitor comments and messages in line with Trust expectations.
- Support paid digital advertising, including Meta Ads and Google Ads where appropriate.
- Track campaign performance and adjust content to improve engagement.
- Monitor campaign budgets and ensure value for money.

## 5) Events and Promotional Activity

- Promote Trust-wide and academy events through digital campaigns.
- Capture photo and video content at events for future marketing use.
- Support open evenings, recruitment events, awards, celebrations and community activities.
- Coordinate branded materials such as signage, banners, promotional items and merchandise.
- Ensure events are promoted professionally and consistently across all platforms.

## 6) Data, Analytics and Reporting

- Track engagement across websites, social media, email campaigns and online advertising.
- Use tools such as Google Analytics, Meta Business Suite or similar platforms.
- Maintain digital contact lists for parents, prospective families, alumni, press and community partners.
- Produce reports on campaign performance, admissions activity and digital engagement.
- Use data to recommend improvements to content, campaigns and communication strategy.

## 7) Collaboration & Partnerships

- Work with headteachers, senior leaders, teachers and administration teams to source stories, updates and photographs.
- Liaise with external partners including photographers, designers, printers, media agencies and web developers.
- Support Trust-wide campaigns linked to fundraising, awards, civic engagement and national education initiatives.
- Provide practical marketing and communications support to schools across the Trust.
- Build positive, professional relationships with colleagues and external partners.

## 8) Safeguarding

- Share the Trust's commitment to safeguarding and promoting the welfare of children and young people.
- Undertake all required checks, including an enhanced DBS check.
- Follow Trust policies and procedures relating to child protection and safeguarding.
- Report all safeguarding concerns to the appropriate person.
- Handle confidential information appropriately.
- Act in accordance with the Trust Code of Conduct and key policies.
- Support the Trust's vision, values and objectives.
- Contribute positively to Trust and academy events as required.

## Person Specification

Category	Essential	Desirable
<b>Qualifications and Experience</b>	<ul style="list-style-type: none"> <li>• Relevant qualification in marketing, digital media, communications or equivalent professional experience.</li> <li>• Experience creating digital content and copy for multiple platforms.</li> <li>• Experience managing organisational social media accounts.</li> <li>• Experience updating websites using WordPress or similar CMS.</li> <li>• Experience creating marketing materials for events, campaigns, recruitment or open days.</li> <li>• Experience using analytics to improve engagement.</li> <li>• Competent in Canva, Adobe Creative Suite or similar design tools.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in education, multi-academy trust, charity or public sector marketing.</li> <li>• Experience supporting school admissions, pupil recruitment or open event campaigns.</li> <li>• Experience developing or supporting alumni networks.</li> <li>• Experience working with photographers, designers, printers, media partners or web developers.</li> </ul>
<b>Knowledge and Technical Skills</b>	<ul style="list-style-type: none"> <li>• Strong understanding of digital marketing best practice.</li> <li>• Understanding of SEO and digital visibility.</li> <li>• Working knowledge of Google Ads, Meta Ads or similar platforms.</li> <li>• Understanding of branding, tone of voice and visual identity.</li> <li>• Understanding of accessibility and inclusive digital design.</li> <li>• Ability to interpret social media, website and campaign data.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of CRM or email marketing tools, such as Mailchimp or HubSpot.</li> <li>• Basic photography and video editing skills.</li> </ul>
<b>Core Competencies and Behaviours</b>	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills.</li> <li>• Strong attention to detail.</li> <li>• Highly organised and able to meet deadlines.</li> <li>• Able to work independently and take ownership.</li> <li>• Collaborative and able to build strong working relationships.</li> <li>• Creative, adaptable and solutions-focused.</li> <li>• Confident using data to improve content and campaigns.</li> <li>• Resilient in a fast-paced, multi-school environment.</li> <li>• Professional and diplomatic with stakeholders.</li> </ul>	<p>-</p>
<b>Values and Cultural Fit</b>	<ul style="list-style-type: none"> <li>• Aligned with the Trust's mission, values and commitment to young people.</li> <li>• Demonstrates integrity, professionalism and inclusivity.</li> <li>• Committed to continuous learning and marketing trends.</li> <li>• Able to build trust and positive working relationships.</li> <li>• Strong storyteller who can champion the Trust's vision and successes.</li> <li>• Committed to safeguarding and promoting the welfare of children and young people.</li> </ul>	<p>-</p>
<b>Other Requirements</b>	<ul style="list-style-type: none"> <li>• Able to attend occasional events outside core hours.</li> <li>• Willing to travel across Trust schools.</li> <li>• Full UK driving licence.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience creating campaigns for prospective families, pupils, alumni or community audiences.</li> <li>• Experience using paid digital advertising for admissions, recruitment or engagement.</li> <li>• Understanding of education and values-led communication.</li> </ul>



## What We Offer

### **A Trust That Prioritises Staff Wellbeing**

- A culture where staff wellbeing is central to decision-making
- Strong pastoral support and leadership that genuinely listens
- A collaborative, family-like environment across all academies

### **Professional Benefits & Career Development**

- Highly competitive salaries that reward excellence
- 30 days of annual leave for support staff plus bank holidays
- Access to CredimusAI, saving hundreds of hours each year and reducing workload
- Access to appropriate digital tools and equipment to support effective professional practice.
- Weekly leadership link meetings to support your growth and leadership development
- Career progression opportunities, with rapid promotion for the right candidates
- Trust-wide collaboration, sharing expertise and supporting other schools

### **Health, Wellbeing & Personal Support**

**Benenden Health membership** (optional £15.50 per month), including day 1 access to:

- 24/7 GP and Mental Health Helplines
- Specialist advice lines for adult care, neurodiversity and disability
- Fast access to diagnostics, physiotherapy, mental health support and cancer advice
- Help for Tuberculosis and selected surgical procedures (subject to eligibility)
- No medical checks, excess fees or age-related pricing
- Option to add family members at additional cost

**BUPA Employee Assistance Programme** (Trust-funded), offering:

- Counselling and emotional well-being support
- Legal, financial and family care advice
- 24/7 confidential assistance

**Good occupational sick pay, maternity/paternity schemes and family-friendly policies supporting life's key moments**

### **Financial, Lifestyle & Community Benefits**

- Cycle to Work salary sacrifice scheme
- Membership of either the Teachers' Pension Scheme or Local Government Pension Scheme
- Opportunities to work with the local community on fundraising and charity projects
- The chance to contribute to trust-wide culture, innovation and school improvement



## How To Apply

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Submit your application via [MyNewTerm](#)

For an informal conversation about the role or to arrange a tour of one of our academies, please contact: [h.fenlon@greatschoolstrust.com](mailto:h.fenlon@greatschoolstrust.com)

## Appointment, Compliance & Safeguarding

### Appointment, Terms & Compliance

The Job Description forms part of the contract of employment and may be reviewed as the role or organisational needs change, following consultation. The Trust will make reasonable adjustments to support applicants and employees with disabilities. The Trust is a licensed Skilled Worker Visa sponsor and may offer sponsorship subject to eligibility and the requirements of the role.

### Safeguarding & Pre-employment Checks

Great Schools Trust is committed to safeguarding and promoting the welfare of children and young people. All staff must share this commitment. As part of safer recruitment, interviews will explore motivation to work with children, ability to maintain professional boundaries, emotional resilience and attitudes to authority and behaviour management.

### Pre-Employment Checks

Any offer of employment is conditional upon the successful completion of the following:

- Proof of identity, address and right to work in the UK
- Two satisfactory references, including the most recent employer
- Verification of relevant qualifications
- Enhanced DBS check with barred list check
- Prohibition from teaching check
- Section 128 check (for management roles)
- Overseas police checks (where applicable)
- Occupational health clearance
- Satisfactory completion of the probationary period

### Ongoing Compliance

The postholder must comply with Trust policies, including the Staff Code of Conduct, Safeguarding and Child Protection Policy, and Staff Communication and Social Media Policy. Responsibilities may be reviewed periodically in line with Trust and academy priorities.



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