



RECRUITMENT PACK

Together we Belong, Believe, Become

WELCOME FROM THE CEO

Dear Applicant

Thank you for taking an interest in Ascend Learning Trust, where we pride ourselves on our core motto 'Together we Belong, Believe, Become'. As a community of schools, we strive to achieve this through our relentless commitment to our values of 'Compassion, Aspiration, Respect, Dedication and Integrity' for all of our students, with the potential of every individual within our community valued. As a result of our newly founded values, we strive to ensure that students receive an incredibly high standard of academic and pastoral care to enable them to leave school with the very best platform for their future. The schools within Ascend Learning Trust are a family, and as such they support each other to continuously improve, providing strength to each other.

As a mother of 3 school age children at both primary and secondary level, I know how important young people's school experience is and it is a privilege to lead an organisation whose purpose it is to support this. As the newly appointed CEO of Ascend Learning Trust (from September 2023) I am fully committed, along with all of our staff to ensuring that each child's education is the very best that it can be.

This pack will give you details of the job description and list the main duties of the post, together with further details of the competencies (skills), experience, qualifications, knowledge and abilities required to do the job. It is important that you identify the competencies, experience, qualifications, knowledge and abilities that will be assessed by application form, as you will need to provide evidence that you meet these criteria.



References

We will require two satisfactory references before a job offer is confirmed; one of which must be your Line Manager/ Headteacher in your present or most recent employment.

Please remember to check that your referees are actually available to provide a reference, as failure to do this could cause a delay in confirming your appointment. Further information about the Ascend Learning Trust and the Academies within it, is available on our website info@ascendlearningtrust.org.uk We hope you will feel inspired to apply to work within the Trust.

Yours sincerely

Jane Coley
Ascend Learning Trust CEO

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JOB DESCRIPTION

The job description lists all the main duties of the post, together with further details of the competencies (skills), experience, qualifications, knowledge, and abilities required to do the job.

The criteria listed within the job description detail the areas which will be assessed at both application and interview. It is important that you identify the competencies, experience, qualifications, knowledge, and abilities that will be assessed by application form, as you will need to provide evidence that you meet the criteria.

All employees have the responsibility to:

- Ensure any documentation produced is to a high standard and is in line with the Trust brand style.
- Be aware and comply with all policies and procedures relating to safeguarding, child protection, health, safety and security, whistleblowing, confidentiality, and data protection, reporting all concerns to the appropriate person.
- Participate in training and other learning activities as required.
- Participate in the Trust Performance Management process.
- Provide appropriate guidance and supervision and assist in the training and development of staff as appropriate.
- Promote the area of responsibility within the Trust and beyond.
- Represent the Trust at events as appropriate and as directed by the Chief Executive Officer.
- Support and promote the Trust ethos, vision, and values.

Role Summary:

To support with Marketing & SCITT admin for the Central Operations and Executive Team to providing support across the trust.

Key Accountabilities:

Responsibilities & Duties:

Marketing Coordinator Duties:

- Take part in creating and managing media campaigns, content creation etc.
- Travel between trust sites to photograph and record school events, ensuring relevant press releases are drafted and cascaded to local news outlets.
- Monitor social media platforms daily.
- Assist in maintaining and expanding all trust websites.
- Create point of sale and collateral marketing materials, following site specific brand guidelines.
- Create and assemble Power Point presentations.
- Support with coordinating any external events:
 - Annual conferences
 - Recruitment fairs
 - Travel
 - Hotels
 - Meetings
- To work closely with related stakeholders to produce content writing, as part of the Marketing team, working closely with them to develop relevant informational material.
- To understand the Trust priorities to ensure you can communicate messages clearly, accurately and creatively, and develop communications objectives that align to these.
- Follow the local, regional and national news agenda and explore opportunities where the success of the organisation can be championed and celebrated.

- Use the full range of channels in promoting our activities, maximising social media and using relevant insight to get the best possible results.
- Proactively contribute to the organisation's marketing activity, in particular at open events, schools and networking events.

Executive Administration Duties

- Draft letters and any correspondence and coordinate oral and written communication with stakeholders.
- To undertake projects as directed by the Director of Learning, leading meetings and undertaking research where necessary.

Person Specification

Qualifications:

- Relevant Level 3 qualification
- Good Maths and English grades
- Full UK driving license and access to a car is required for this role.

Knowledge & Skills:

- Experience working in a marketing environment.
- Strong organisational skills that reflect the ability to perform and prioritise multiple tasks seamlessly with excellent attention to detail.
- Excellent writing, editing, grammatical and organisational skills.
- Strong communication and influencing skills.
- Experience of content creation.
- Excellent ICT skills including Microsoft.
- Sourcing, researching, writing and distributing a range of communications for a variety of media.
- Working across a variety of channels, including digital and social media, including updating and editing internet sites.

- Understanding of brand and the importance of maintaining a brand image
- Building effective relationships and working with partners to maximise publicity opportunities

Desirable:

- Canva, Photoshop, InDesign experience
- Handling the media in a major or critical incident.
- Experience in photography and videography.
- Experience working in a school environment

Personal Qualities

- Flexibility, resilience, and a positive approach to change.
- Diplomatic, strong interpersonal skills and a supportive manner.
- Discreet and professional with the ability to handle sensitive and confidential information appropriately.
- Can build and manage productive working relationships with both internal and external stakeholders

Ascend Learning Trust

Welcome to Ascend Learning Trust, where we pride ourselves on our core motto 'Together we Belong, Believe, Become'.

As a community of schools we strive to achieve this through our relentless commitment to our values of 'Compassion, Aspiration, Respect, Dedication and Integrity' for all of our students, with the potential of every individual within our community valued.

Compassion

To always show kindness, inclusivity and empathy to each other and to encourage others to behave this way. To care for those around you and to consider the needs of all.

Aspiration

To 'dream big' and to set your goals with no limits. You work hard towards your goals and follow your dreams and always believe that anything is possible.

Respect

To treat everyone as you would always wish to be treated in both words and actions. This means listening to others, appreciating differences, showing kindness and always being considerate.

Dedication

Always try your very best to commit to and achieve all of your goals and never give up even when things are tough. Face challenges courageously and keep focused on your goals.

Integrity

Holding true to what you believe in and act in a way that shows this. Always be honest and if you are in the wrong accept feedback and apologise.

Our vision at Ascend Learning Trust is to create a sense of belonging for everyone. All our young people receive a holistic world-class education regardless of where they come from or their life challenges. They will leave their Ascend community with outcomes that open doors to a fulfilling and successful future.



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HOW TO APPLY

Please note CVs will not be accepted. You must complete the application in full giving details of all employment, training, and gaps in employment since leaving school.

Please ensure the closing date for applications is met, we cannot be held responsible for lost or late applications. Due to the large number of applications is it not always possible to respond to each application but we aim to respond within two weeks of the vacancy closing date.

If you would like to arrange a visit to the school, or for more information about applying, please contact the recruitment team on 01793 781485.



Applications should be submitted directly via MyNewTerm, you can access our careers page using the following link:

[Ascend Learning Trust MyNewTerm](#)

