



Head of Marketing and
Communications



Improving Outcomes Transforming Lives Enabling Social Mobility

Welcome from the CEO

Thank you for showing an interest in our pupils, our schools, and our Trust. This is an exciting time to join Orion Education. We are a forward looking group of schools on a mission to improve outcomes and transform lives.



Simon Garrill
Chief Executive Officer

Thank you for taking the time to look, and for showing an interest in one of the roles in our schools. In a long career in education, starting out as an English teacher, I have loved the fact that I get to work with some fantastic young people and a group of like minded professionals who have a real passion for their work and share the same values. There aren't many professions where that is the case.

We are driven by our desire to do the best for our young people. Our reason to exist is to improve outcomes, transform lives and enable social mobility. Our values of trust kindness and endeavour underpin our work, and we succeed through ensuring a healthy culture and academic rigour. This emphasis on leadership involves nurturing a robust pipeline of leaders deeply committed to our values and mission. Collaborative partnerships are integral to our goals, as we seek to forge strong partnerships to amplify our impact.

At Orion Education, we take pride in the work that we do to develop our teachers and our leaders. Our approach to instructional coaching and leadership development has been recognised nationally. We are at the forefront of a coaching model that supports you in making the most of your career. Our expectations of ourselves and each other are high. In return we offer you unrivalled professional development, so that you can fulfil your own ambitions. Finally, I am extremely grateful for your interest in our Trust. We are moving forward at a rapid rate and it's an exciting time to join us.

Simon Garrill

Our Four Critical Questions

Why do we exist?

To improve outcomes, transform lives and enable social mobility.

Trust • Kindness • Endeavour

How do we behave?

What do we do?

We create a strong network of schools which transform the lives of students by enabling them to achieve high educational and personal goals, regardless of their background.

Through a clear backbone, strong culture, academic rigour and smart systems.

How do we succeed?

Mission & Values

All schools share the trust four critical questions. We exist to improve outcomes, transform lives and enable social mobility.

Curriculum

The curriculum within our schools is designed around our principles of focused, coherent, sequenced, and inclusive. Where we can enhance collaboration and reduce workload, we standardise some elements. However, teachers do adapt the curriculum based on the needs of the students in their class.

Assessment & Feedback

Our assessment and feedback calendar captures the rhythm of our assessment and data collection. Data driven instruction and responsive teaching ensure that formative assessment is central to pedagogy.

Safeguarding & Attendance

Safeguarding is the responsibility of all. Our standardised approach to safeguarding and the support that we give our schools ensures that all children are kept safe. External reviews scrutinise the work that we do.

Quality Assurance

Our school workflow captures the rhythm of the work that we do. We undertake regular cycles of structured monitoring to ensure that our schools are accelerating the progress of the students in their care.

CPD

We allocate 7 training days to the teachers in our schools. All our teachers take part in instructional coaching. In addition, we provide enhanced levels of training for our leaders to develop their expertise in their current role and to prepare them for their next role.

Workload

Schools are expected to streamline workload as much as possible. We limit the number of assessment points within our calendar and ensure that teachers do not undertake unnecessary administrative tasks.

Teaching

Teaching is responsive to the needs of pupils. Our lesson framework based on the Rosenshine principles helps teachers to frame learning. However, we understand that each lesson will be different and will be designed to meet individual needs of pupils with adaptive teaching.

Behaviour & Routines

It is essential that we have the highest expectations of behaviour within our schools. Good discipline and order are the foundation upon which pupils learn. Our common culture rubric and our behaviour, along with a codified approach to routines ensures that our schools are great environments in which to learn and teach.

SEND

Adaptive teaching is at the core of our approach to meeting the individual needs of pupils. We share best practice and undertake annual reviews of SEND to ensure that pupils make progress. All our schools are open and welcoming places for pupils with SEND.

Performance & Appraisal

We share a common approach to performance management and appraisal by providing a highly supportive and professional environment. Our talent programme ensures that colleagues who are talented and ambitious to progress are supported to do so.

Operations

We take pride in running our schools well. Governance, IT, estates, finance, communications, and marketing are all within our Backbone.

The Orion Backbone

The Orion Backbone provides clarity on the elements of our schools that are standardised or aligned.

Our Schools

There are currently four secondary schools and four primary schools within the Trust. Four of the primary schools and three of the secondary schools are located within Bromley, South East London. A further secondary is close to Canterbury in Kent. These schools include:

Secondary Schools



**Orion
Eden Park**

11 - 18



**Orion
Spires**

11 - 16



**Orion
Coopers**

11 - 18



**Orion
Ravensbourne**

11 - 18

Primary Schools



**Orion
Blenheim**

4 - 11



**Orion
Mead Road**

4 - 7



**Orion
Ravensworth**

4 - 11



**Orion
Scotts Park**

4 - 11

Candidate Charter

Orion Education wants every candidate to have an informed, engaging and positive experience, and to support this we've created our Candidate Charter which outlines our commitment to you.

Our Commitment to You

- **Transparency** we will treat you with respect, honesty and fairness
- **Protecting your privacy** we'll ensure your information is secure and handled sensitively
- **Understanding** you'll be given everything you need to make informed decisions
- **Showcasing** talent we'll provide a good opportunity for you to share your skills, experience and potential
- **Feedback** we will provide constructive feedback professionally and promptly
- **Listening** we welcome feedback and we'll act on what you have to share
- **Inclusivity** our hiring decisions align with our commitment to create a high quality, diverse workforce

We Will

- Provide you with clear, accurate and timely information
- Give you the opportunity to ask questions – and we'll ensure you get the answers you need
- Respond to enquiries promptly and usually within 24 hours during the working week
- Adopt a fair and consistent assessment process
- Make sure you have all the documentation and details you need for an interview, well in advance
- Provide you with real insight about what it's like to be part of our team
- Ensure all offers are fair and equitable
- Seek feedback on your experience at every opportunity, so we can continue to improve

In Return We Ask that You

- Be honest and upfront about your experience, aspirations and motivations
- Provide open and accurate information when submitting an application
- Always give yourself the best opportunity to succeed - research who we are and how we work
- Let us know if situations change in relation to your interest - and help us understand why
- Prepare yourself for interview and let us know how we can support you

Your Wellbeing at Orion Education

We know that, to achieve our vision, it is our people who will make the big difference. That is why we are continuously reviewing our wellbeing offering through the implementation of our wellbeing strategy.

Wellbeing Strategy

Our strategy aims to represent a commitment to an integrated approach to staff wellbeing that creates:

- a sense of belonging
- an environment and culture based on our vision, mission and values
- an environment where staff wellbeing is integrated into day-to-day practices
- an environment that recognises skills and encourages personal development
- encouragement and support for employees to develop and maintain a healthy lifestyle
- support for people with manageable health problems or disabilities to maintain access to or regain work
- improved staff satisfaction, recruitment and retention.

Our Commitment

- development of the Orion Education wellbeing charter
- protected time for PPA
- needs based flexible approach
- improving working lives through employment policies such as flexible working, absence management, menopause, mental health and dignity at work
- creating a safe place to work through health and safety strategy and initiatives
- ensuring that all line managers support staff through regular line management meetings
- decreasing the interval between treatment and return to work through occupational health referral and advice
- career development through continual professional development (CPD)
- personal support through the Employee Assistance Programme counselling service
- adherence to the rarely cover policy
- reducing workload through sharing best practice and agreeing smarter ways to work in line with the backbone.

Why work for us

Competitive salaries

We offer competitive salaries for both teaching and non-teaching staff based on the type and level of role you do with automatic pay progression for main scale teachers. Pay ranges are reviewed annually with our recognised unions.

Pension Scheme

All contracted members of staff will be automatically enrolled into a career-average pension scheme with either the Teachers' Pension Scheme or the Local Government Pension Scheme (whichever is appropriate). You don't pay tax or National Insurance on your contributions and Orion Education adds a generous employer contribution, which varies depending on your salary.

Professional Development

Key to our ongoing success our development programmes are second to none.

Our commitment to instructional coaching ensures a consistent approach to teacher development across our schools.

Our Trust conference, online CPD modules and in-school service training supports you to achieve your goals whatever they might be.

Additionally, our programme of Trust Twilights provides our teachers with opportunities for deliberate practice and curriculum development planning.

Our early career teachers benefit from weekly mentoring and coaching, alongside a thorough training programme and additional Trust-wide events.

We also have opportunities for practitioner research and access to an NPQ programme through National Institute of Teaching.

Benefits

For a full list of our benefits, please visit our website [Orion Education - Staff Benefits](#)

About The Role

Lead the Narrative, Shape the System

Orion Education Trust is a growing, values-driven multi-academy trust with a clear moral purpose: improving outcomes for all pupils, particularly those who are disadvantaged.

We are now looking for a Head of Marketing & Communications to build and lead a high-impact, trust-wide function with a clear, disciplined and strategic approach.

This is not a delivery role. It is a leadership role with real influence.

The Role

Reporting to the CFO and working closely with the CEO and Executive Team, you will:

- Define and deliver a **trust-wide marketing and communications strategy**
- Shape and embed a clear, compelling **Orion narrative**
- Strengthen our **reputation, visibility and external voice**
- Lead **campaigns that drive recruitment, attendance and trust**
- Set and enforce high standards in **parent communication**
- Build a confident, consistent approach across all schools
- Lead on **crisis and reputation management**

You will operate at pace, bring clarity, and ensure communications actively support **school improvement and trust growth**.

What You'll Be Doing

- Developing and owning the Orion brand, voice and positioning
- Supporting the CEO in building a strong external presence
- Designing trust-wide campaigns linked to key priorities
- Improving how we communicate with parents across all schools
- Strengthening recruitment marketing and employer brand
- Introducing clear frameworks, templates and expectations
- Supporting leaders through complex or high-risk situations

What We're Looking For

We are looking for someone who:

- Has operated at a senior level in marketing, communications or public affairs
- Thinks **strategically**, not just operationally



- Can influence and challenge senior leaders with credibility
- Writes with clarity and authority
- Is calm under pressure and exercises strong judgement
- Is motivated by purpose and improving outcomes for young people

Experience in education is helpful, but not essential.

What matters is your ability to **lead, shape and deliver at organisational level.**

What We Offer

- A genuinely strategic role with trust-wide impact
- Close working with an ambitious CEO and Executive Team
- The opportunity to build a function from the ground up
- A values-driven organisation with a strong moral purpose
- Competitive salary and flexible working arrangements



Job Description

Job Title	Head of Marketing and Communications
Closing Date	Friday 10 July (interviews w/c 20 July) Start Date: ASAP
Salary	Up to £75,000 (pro-rata)
Contract Type	Fixed Term (18 months)
Working Hours	0.6 (consideration given to term time working)
Location	Chislehurst, Bromley/Kent
Reporting To	Chief Financial Officer (CFO) working closely with CEO, Exec Team, Principals, Trust Leaders and Governance

Job Purpose

To lead and deliver a trust-wide, strategic approach to marketing and communications that strengthens Orion's reputation, supports school improvement, drives recruitment, and positions the Trust as a credible voice nationally—particularly in championing disadvantaged pupils.

The role sits within the Trust's central services function, ensuring marketing and communications are **strategically aligned, operationally disciplined, and impact-driven**.

Key Accountabilities

1. Strategic Leadership

- Develop and implement a **trust-wide marketing and communications strategy**
- Align communications with:
 - Trust operational and financial priorities (via CFO)
 - Strategic narrative and positioning (with CEO)
- Provide clear strategic advice to senior leaders on messaging, risk and reputation

2. Trust Narrative & Positioning

- Develop and embed a clear, consistent **Orion narrative**
- Ensure all communications reflect:
 - Commitment to disadvantaged pupils
 - High expectations and strong culture
 - System leadership ambition
- Support the CEO in maintaining a strong and credible external voice

3. Parent & Community Communications

- Set and enforce standards for **high-quality parent communication**
- Improve clarity, tone and consistency across all schools
- Reduce volume while increasing effectiveness and trust
- Provide templates and guidance to school leaders

4. Recruitment Marketing & Employer Brand

- Develop a compelling **Employer Value Proposition (EVP)**

- Lead recruitment campaigns across teaching and leadership roles
- Improve:
 - Quality of applicants
 - Time to hire
 - Candidate experience

5. Campaign Planning & Delivery

- Design and deliver **trust-wide campaigns** aligned to priorities:
 - Attendance and inclusion
 - Admissions and transition
 - Outcomes and results
 - Pupil Promise
- Establish a **structured, half-termly campaign cycle**
- Provide schools with clear messaging packs and assets

6. Crisis & Reputation Management

- Lead the Trust's approach to **risk and reputation management**
- Develop and implement **crisis communication protocols**
- Provide direct support to Principals during high-risk situations
- Ensure issues are managed proactively and consistently

7. Digital & Brand Standards

- Oversee quality and compliance of:
 - Trust and school websites
 - Social media channels
 - Publications and materials
- Ensure consistent **brand, tone and messaging**
- Maintain statutory compliance

8. Operating Model & Capability Building

- Implement a **central-led, school-enabled model**
- Build capability within schools through guidance and training
- Avoid over-reliance on central delivery by:
 - Setting clear expectations
 - Providing practical tools and frameworks

Success Measures (12-18 months)

- Consistent, high-quality communications across all schools
- Improved parent confidence and reduced communication complaints
- Stronger recruitment outcomes across the Trust
- Clear and recognisable external profile for Orion
- Reduced reactive workload through proactive planning
- Positive feedback from Principals on clarity and support

Indicative Structure (Year 1)

- Head of Marketing & Communications
- School-based communication champions

Immediate Priorities (First 6 Months)

- Define and implement trust-wide strategy and narrative
 - Audit and lead development of websites and core communications
 - Launch priority campaigns (recruitment, September readiness)
 - Establish parent communication standards
 - Build strong working relationships with Principals and Executive Team
 - Introduce crisis communication framework

Person Specification

Skills, Capabilities and Experience

Experience

- Senior experience in marketing, communications, or public affairs
- Track record of delivering **organisation-wide strategy**
- Experience managing **brand, messaging and reputation**
- Experience leading **campaigns with measurable impact**
- Crisis communications experience

Desirable

- Education or public sector experience
- Understanding of MAT structures

Skills

- Strategic clarity and prioritisation
- Strong judgement and decision-making
- Excellent written and verbal communication
- Influencing at senior level
- High attention to detail and standards
- Delivery focus and pace

Personal Qualities

- Mission-aligned and values-driven
- Calm, credible and authoritative
- High standards, low ego
- Resilient and solution-focused
- Strong commitment to disadvantaged pupils

Orion Education

Mansion House, Orion Coopers
Hawkwood Lane, Chislehurst
Kent, BR7 5PS

020 8290 8505
info@orionedu.org.uk

Orion Education is committed to safeguarding and promoting the welfare of young people and expects all staff and volunteers to share this commitment. All offers of employment are subject to an Enhanced DBS check and where applicable, a prohibition from teaching check will be completed for all applicants. Orion Education is fully committed to equality and to valuing diversity as an employer and a provider of education.

