

Job Description and Person Specification

Role	Communications and Marketing Manager
Grade and Range:	Band A
Department:	Operations
Accountable to:	Head of Operations
Date last reviewed:	10 June 2026

Position Overview

The Communications and Marketing Manager is a senior, delivery-focused role responsible for leading and delivering communications and marketing across the Flying High Partnership. The role ensures that communications are clear, consistent and impactful, strengthening trust, engagement and reputation across all stakeholder groups.

The postholder will lead the development and delivery of high-quality marketing and communications that support pupil recruitment, organisational alignment and external reputation. They will work in partnership with schools and central teams to build capability, provide expert guidance and ensure a consistent approach across the partnership.

In its first 12 to 18 months, the role will focus on establishing consistent Trust-wide communications, leading effective marketing to support pupil recruitment, and strengthening Flying High Partnership's external reputation. While the remit spans a broad range of communications and marketing activity, priority will be given to high-impact work that supports growth, reputation and engagement across the partnership.

Success in the Role

Success in this role will be demonstrated by:

- A clear and consistent Flying High Partnership brand and voice across all schools and stakeholder groups
- Increased engagement from families, communities and prospective staff
- Strong, cohesive marketing approaches that support healthy and sustainable numbers on roll across the partnership
- High-quality communications that strengthen trust, clarity and alignment
- Trusted, professional relationships with headteachers and senior leaders, with the role recognised as a valued strategic partner

Main Responsibilities

1. Communications and marketing strategy

- Develop and implement a Trust-wide communications and marketing approach aligned to organisational priorities in consultation with departments and the Strategic Development Group
- Pro-activity in supporting all central team departments in effective communication and impactful marketing aligned to strategy
- Ensure communications across the partnership are clear, consistent and effectively targeted to different stakeholders
- Use insight and feedback to continuously improve engagement, communication effectiveness and reach
- Monitor and evaluate impact, including engagement, recruitment and pupil numbers on roll

2. Campaigns and marketing delivery

- Deliver targeted campaigns that strengthen reputation, support recruitment and increase pupil numbers across the partnership
- Ensure campaigns have clear objectives, defined audiences and measurable outcomes
- Coordinate and align marketing activity across central teams and schools to maximise impact

3. Digital communications and platforms

- Ensure digital communications, including websites and social media, strengthen engagement, visibility and reputation
- Oversee the effectiveness, usability and compliance of school and Trust websites, working collaboratively with schools
- Establish clear standards and systems to support consistent, high-quality digital content across the partnership
- Use data and analytics to inform continuous improvement in digital performance

4. Brand and creative development

- Consult with teams on development and changes to brand identity and key resources for marketing and communications
- Ensure a strong, consistent brand identity across all schools and central functions
- Develop and maintain brand guidance, templates and tools to support consistent application
- Deliver high-quality design and communication assets that support Trust priorities and campaigns

5. Stakeholder engagement and support

- Build strong, trusted relationships with headteachers and senior leaders
- Provide expert advice, guidance and practical tools to enable schools and central teams to deliver effective communications aligned to strategy for communications to schools and across the central team departments
- Strengthen stakeholder engagement across families, communities, staff and partners

6. Growth, new schools and partnership development

- Lead communications and marketing support for schools joining the partnership, including onboarding and community engagement
- Ensure effective communication and stakeholder engagement during school rebranding or transition
- Support growth of the partnership through high-quality marketing and reputation-building activity

7. Events and strategic initiatives

- Lead communications and marketing delivery for Trust-wide events and initiatives
- Ensure events and campaigns contribute to visibility, engagement and organisational priorities

General Duties

- Contribute positively to the culture and values of the Flying High Partnership
- Comply with all safeguarding, health and safety, data protection and confidentiality requirements
- Promote equality, diversity and inclusion in all aspects of the role
- Participate in relevant meetings, training and professional development
- Work flexibly and collaboratively as part of the central team
- Undertake any other reasonable duties commensurate with the role

Skills and Experience Required:

The following requirements will be assessed through either the Application Form (AF), during the Interview (I) or as part of an Assessment (AST).

	Essential	Desirable
Qualifications		
A good standard of secondary education to GCSE level of equivalent	AF	
Relevant professional qualification or evidence of ongoing professional development in marketing, communications or related field		AF
Experience		
Demonstrable experience in a marketing or communications role	AF	
Experience of leading complex communications across multiple stakeholder groups	AF/I	
Experience of managing communications or marketing across multiple brands, sites or organisations	AF/I	
Experience of planning, delivering and evaluating campaigns with clear objectives and measurable outcomes	AF/I	
Experience of influencing and working with senior leaders	I	
Experience within the education sector		AF
Skills		
Excellent written communication skills	AF/AST	
Excellent verbal communication and presentation skills	I	
Strong planning and organisational skills	I/AST	
Ability to manage multiple priorities and stakeholder expectations	I	
High attention to detail and quality	AST	
Strong digital skills including use of websites, social media and analytics tools	AF/I	
Behaviours		
Builds strong, professional relationships	I	
Proactive, solution-focused and outcome-driven	I	
Resilient and adaptable in a fast-paced environment	I	
Works collaboratively and influences effectively	I	
Demonstrates professionalism and credibility	I	
Builds strong, professional relationships	I	
Proactive, solution-focused and outcome-driven	I	
Attributes		
Demonstrates a strong commitment to the Flying High Partnership vision and values	I	

Passionate about improving outcomes and opportunities for children and communities	I	
Takes pride in delivering high-quality, impactful work	I	
Committed to continuous professional development and learning	AF/I	
Acts with integrity, professionalism and accountability	I	
Other		
Willingness to work occasional evenings or events when required		I
Ability to travel to all Trust sites		I