



**ALEC REED
ACADEMY**
PROUD TO LEARN



**APPLICATION PACK FOR THE ROLE OF
PRIMARY ATTENDANCE OFFICER**

APPLICATION PACK

Primary Attendance Officer

CLOSING DATE
18th September 2026

What's inside?

Welcome Message	3
Our Key Values	4
Our Primary & Secondary Phases	5
Unique Projects: Academy Fields & Outdoor Education	6
Employability Hub	7
Exceptional Facilities	8
Professional Opportunities	9
Staff Benefits	10
Factsheet	11
Staff Testimonials	12
Letter from the Principal & CEO	13
Job Advert	14
Job Description	15
Person Specification	16
Contact Us	17



**ALEC REED
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WELCOME

TO THE ALEC REED ACADEMY

WELCOME MESSAGE FROM OUR PRINCIPAL & CEO, PHIL COSBY



Our Learning

We're delighted you're considering joining our vibrant, diverse, and forward-thinking community in the heart of Northolt, where you'll be part of an all-through school, educating pupils from Nursery to Sixth Form. Our Primary Phase is a cornerstone of our success — nurturing curiosity and laying strong foundations for lifelong learning. This unique structure fosters collaboration and professional growth across all key stages.

Our mission is simple: unlock potential and inspire excellence—in students, staff, and the wider community. We provide an environment where everyone feels valued, supported, and empowered to succeed.

We invest in our people with extensive professional development, clear career pathways, and a workplace that champions innovation, wellbeing, and achievement.

This application pack introduces our values, vision, working environment, and the benefits of joining our team. We hope it gives you a clear sense of who we are and what we stand for.

We look forward to the possibility of welcoming you to our Academy community.

Warm regards,

Phil Cosby
Principal & CEO

KEY VALUES

"PROUD TO LEARN"

Our motto is at the heart of what we aim to achieve within the academy. To us, a sense of social and moral responsibility is as important as academic success. We model and promote behaviour which treats and respects all people as unique, valuable individuals.

A strong feature of the academy is our focus on three core, guiding principles: Respect, Honesty and Kindness. These positive values and attitudes are a necessary prerequisite for success and we encourage our students to demonstrate these in school, at home and in the wider community. They are central to our daily expectations of students.

As an all-through academy for ages 3–19, we offer a seamless learning journey that nurtures confidence, resilience, and ambition. In our Primary classrooms, respect and kindness underpin every interaction, fostering a safe and joyful environment where young learners thrive.

Our aim is simple: to inspire a love of learning, encourage high aspirations, and prepare young people to become responsible, compassionate citizens who contribute positively to society. By working together—students, staff, and families—we create a community where excellence is not just expected, but achieved.



RESPECT

HONESTY

KINDNESS

At ARA, we believe that a first-class education is the right of every child and we take immense pride in being a truly inclusive academy where every student feels welcomed, valued, and supported. Our purpose is to create an environment where every child can thrive, exceed expectations, and develop the confidence, skills, and cultural capital needed to lead a fulfilling life. We reject the notion that intelligence is fixed or that prior attainment creates a glass ceiling; with the right support, every child can achieve more than they imagined.

Everything we do is driven by our commitment to make the academy a better place for the children we serve, and this vision is lived and breathed daily by every member of staff and our trustees. By providing an education that empowers choice and agency, we ensure that our students leave us not only with academic success but with the resilience and ambition to shape their own futures.



PRIMARY PHASE – A FOUNDATION FOR LIFELONG SUCCESS



At Alec Reed Academy, our Primary Phase is central to our all-through provision, providing a nurturing and ambitious environment for pupils aged 3–19. We recognise that early education lays the foundation for future success.

Our Vision for Primary Education

We develop confident, compassionate learners ready for secondary education and beyond. Through high expectations, strong teaching, and close partnership with families, we ensure every child leaves with the skills, knowledge, and character to succeed.

What makes our primary phase exceptional?

- **Inclusive and Aspirational:** Every child is valued and supported to reach their full potential, regardless of background or starting point
- **Rich, Creative Curriculum:** A broad, balanced curriculum that inspires curiosity and creativity, enriched by outdoor learning through our Academy Fields project
- **Strong Foundations:** A focus on literacy and numeracy that builds mastery, confidence, and independence
- **Specialist Facilities:** Access to purpose-built primary spaces alongside state-of-the-art sports and performing arts facilities
- **Exceptional Pastoral Care:** A strong focus on wellbeing and personal development in a safe, nurturing environment
- **Seamless Transition:** Continuity from Nursery to Sixth Form, supported by shared expertise across phases

SECONDARY PHASE – SHAPING CONFIDENT, SUCCESSFUL PEOPLE

- Our Secondary Phase is a vibrant and ambitious community where students are challenged and supported to achieve their best. We offer a broad, engaging curriculum delivered by dedicated subject specialists, alongside high-quality facilities including sports, STEM, and performance spaces that enrich learning beyond the classroom.
- High expectations underpin everything we do. Students are encouraged to take pride in their work, act with integrity, and contribute positively to Academy life. Strong pastoral care ensures every student is known and supported, creating an environment where they can thrive both academically and personally. As a result, our Secondary Phase continues to strengthen year on year, with a clear focus on achieving excellent outcomes for all.
- Through academic challenge, enrichment opportunities, leadership development, and a strong focus on personal growth, we equip students with the confidence and resilience to succeed in the next stage of their journey.



SCAN
ME!



Our Latest Unique Projects

Academy Fields & Outdoor Education



At Alec Reed Academy, learning doesn't stop at the classroom door. Our Academy Fields project transforms education through nature, creativity, and sustainability.

Thanks to a £1 million investment from our sponsor, the late Sir Alec Reed; and an RHS Chelsea Flower Show Garden, we've created an inspiring outdoor environment that enriches every child's experience.

What makes Academy Fields unique?

- **Outdoor Learning Hub:** We are working towards a dedicated space for science, environmental studies, and hands-on projects that spark curiosity and critical thinking
- **Sustainability in Action:** A place where pupils will be able to grow food, care for orchards, and learn about biodiversity—developing life skills and environmental responsibility
- **Creative Exploration:** Art, storytelling, and performance activities will take place in natural settings, encouraging imagination and confidence
- **Wellbeing & Resilience:** Outdoor learning promotes physical health, mental wellbeing, and teamwork, helping pupils thrive socially and emotionally
- **Community Engagement:** Families and local partners will be invited to share in the benefits of this green space, strengthening our ties with the wider community.

Our Vision

Academy Fields is more than a garden—it's a living classroom where children connect with nature, develop practical skills, and discover the joy of learning in the great outdoors.



What Makes the Hub Unique

Key Features:

Comprehensive Careers Programme
Aligned with Gatsby Benchmarks and national guidance

Real-World Connections
Workplace visits, university partnerships, and employer engagement

Personalised Support
Tailored mentoring and guidance for all students, especially those from disadvantaged backgrounds

Cultural & Global Enrichment
Visits to museums, theatres, and international experiences to broaden horizons

Super-Curricular Opportunities
Masterclasses, seminars, and guest lectures to inspire academic excellence

Apprenticeship Guidance
Structured support for Year 13 students applying for apprenticeships.

Our Employability Hub:

Preparing Students for Life Beyond School

At Alec Reed Academy, we believe education should go beyond academic achievement - it should empower every student to thrive in life after school. Our new Employability Hub is a cornerstone of this vision. Designed as part of the Impactful Futures initiative sponsored by Reed, the Hub provides a comprehensive careers and employability programme that equips students with the confidence, skills, and aspirations to succeed in higher education, training, or employment. This is not just about guidance; it's about transformation - breaking down barriers and ensuring that every student, regardless of background, can realise their full potential.

Impact and Ambition

Our ambition is clear: to create a generation of confident, resilient, and ambitious young people who are prepared for life in a global society. For the Principal, this initiative offers an exciting opportunity to lead a school that is shaping futures - not just for our students, but for the wider community.

Exceptional Facilities – A Building Designed for Excellence

Architectural Brilliance:

Our award-winning building, designed by Foster + Partners, combines cutting-edge design with functionality. Bright, open spaces and collaborative zones create an inspiring environment for teaching and learning.

Performing Arts & Media Hub:

A professional 300-seat theatre for productions and assemblies, an industry-standard recording studio, and a digital media suite for creative innovation.

Creative Studios:

Three dedicated art studios and four DT studios, a gallery exhibition space to showcase student and staff creativity.

Specialist Learning Areas:

Fully equipped science laboratories, enterprise zones for project-based learning, and modern classrooms with integrated technology.

Sports & Wellbeing:

A Community Sports Centre, four-court sports hall with climbing wall, outdoor tennis courts, and expansive Academy Fields for outdoor learning. Staff enjoy free access to a fully equipped fitness suite and multi-gym before and after school.

Technology Everywhere:

High-speed wireless connectivity and advanced ICT systems support flexible working and innovative teaching methods.

Primary & Early Years Spaces:

Our Primary Phase benefits from purpose-built halls, vibrant outdoor learning areas and dedicated creative spaces designed to inspire younger learners.



PROFESSIONAL OPPORTUNITIES



Join a Team that invests in it's staff – every step of the way

At our Academy, every new staff member receives a comprehensive induction and tailored training to ensure a smooth start. We are committed to continuous professional development, offering structured opportunities for growth and career progression. From high-quality training programmes to mentoring and development initiatives, we create a culture that empowers staff to achieve their full potential. Primary leaders enjoy tailored CPD, including early literacy strategies, phonics mastery, and curriculum innovation for KS1 and KS2.

Investing in Your Expertise

We prioritise professional growth through six dedicated Professional Development Days each academic year, featuring dynamic programmes that address key priorities and build expertise across all roles. These days are complemented by a calendar of twilight sessions, offering flexible opportunities for staff to deepen their knowledge and collaborate beyond the school day. Both formats encourage teamwork, allowing subject and phase-specific groups to focus on areas that matter most to them and the Academy. This structured approach ensures every member of staff has access to meaningful, targeted development that drives excellence and innovation.



Professional Development

The most effective professional development takes place on a daily basis through the high level of support staff receive from their line managers and other Academy staff. Each subject area and Phase is led by a Year Lead, Curriculum or Subject Leader who reports directly to a member of the Academy Leadership Team. In this way, new staff are able to work with members of management at all levels through challenge partners and purposeful team meetings.



Early Careers Programme

Our Academy offers a first-class Early Careers Teaching (ECT) programme to give new teachers the best possible start. Weekly training sessions provide opportunities to share experiences, collaborate with peers, and learn from experienced colleagues. Led by specialists across the Academy, these sessions focus on practical strategies and subject expertise, supported by personalised mentoring and regular feedback. This programme builds strong foundations for teaching excellence while fostering a supportive, collaborative community from day one.

“Be stronger
than your
excuses”

YOUR WELLBEING, OUR PRIORITY

STAFF BENEFITS

- What we have to offer you:
- Competitive Inner London pay scales (despite outer London location)
- A proven culture of supporting flexible working requests, with high acceptance levels Academy-wide
- Extensive free on-site parking with enough space to accommodate all staff
- Complimentary use of our newly refurbished, state of the art Fitness Suite
- A comprehensive and ongoing CPD programme to support your professional growth
- Reimbursement of annual professional memberships and fees
- Subsidised meals served in our high-quality in-house restaurant
- Family-friendly policies and leave
- Access to our Employee Assistance Programme and Occupational Health services
- Access to the Cycle to Work Scheme
- Free eye tests for staff
- Access to a range of discount schemes including Blue Light Card, Discounts for Teachers, and Costco membership.



**Discretionary
Leave**



Fitness Suite



Rewards



**Family-Friendly
Policies**

FACTSHEET

Founded in 2003 by the late Sir Alec Reed, Alec Reed Academy (ARA) is a thriving all-through Academy for pupils aged 3–19, serving the Northolt community in the London Borough of Ealing. The Academy opened in 2005 with modern, spacious facilities designed by Foster + Partners and has since expanded significantly. Today, ARA offers education from Nursery through Post-16, alongside an Adult Learning Centre and Community Sports Centre. We also share our site with John Chilton School, which provides specialist education for children with physical and medical needs.

Current Profile

- School Roll: Over 1,600 pupils across Nursery, Primary, Secondary, and Post-16 phases.

Our Provisions:

- Nursery (104 places, 30-hour provision)
- Primary (3FE)
- Secondary (6FE)
- Post-16 provision
- Community Links: Adult Learning Centre, Community Sports Centre, and partnerships with local businesses and organisations.

Community Sports Facilities

- State-of-the-art amenities include a 3G floodlit AstroTurf pitch, climbing wall, gymnasium, dance studio, MUGA, and a 187-seat theatre, serving both students and the wider community.

Academic Performance

- Ofsted: 'Good' in the last two inspections (2018 and 2023).
- Strong progress measures across all key stages, with Post-16 students achieving high value-added scores and excellent outcomes in A Levels and vocational qualifications.
- Continued focus on raising standards and expanding Post-16 provision.

Student Profile

- High levels of diversity:
 - 60% of students speak English as an additional language.
 - Above-average proportion of students with SEND support and Education Health Care Plans.
- Pupil Premium: Currently 48% of students
- Inclusive ethos with strong pastoral systems and robust behaviour management.

Location

- Alec Reed Academy is located in Northolt, West London, close to the A40 and M25.
- Transport Links: 20-minute walk or short bus ride from Northolt Tube (Central Line); Greenford Tube connects to National Rail.
- Community: Northolt offers urban convenience with quick access to central London and proximity to green spaces and towns such as Marlow and Beaconsfield.

Ethos & Values

Our mission is to prepare children for adult life by:

- Delivering high-quality education and fostering lifelong learning.
- Promoting confidence, ambition, and personal worth.
- Building strong partnerships with families and the local community.
- Upholding values of hard work, honesty, respect, and care for others.

Staff Testimonials



A great place to work with lots of friendly people. My first week here was well planned and gave me the opportunity to meet and shadow relevant co-workers. Everyone was really kind and helpful in offering up their time and knowledge on school policies and structure, staff responsibilities, showing me around. It was overwhelming but I feel that my introduction was relaxed, yet thorough, which really helped me to settle into my new role.

Home Attendance Liaison Officer



All staff were so welcoming and friendly when I joined ARA. I love the fact that every day is different and very rewarding in my role.

SaFE Worker



The academy is fantastic at supporting your professional development and progression. Myself and many others have been encouraged to apply for ambitious roles and responsibilities within the academy, as well as continuing our development through courses, such as an NPQSL.

Lead Practitioner – English Cross-Phase Links and Aspiration Programme



I was really impressed by the school when I came for my interview and induction because I felt as though there was a focus on the important things that matter most to students and staff. I also feel that the compassionate approach that underpins how staff interact with students is in line with my own beliefs. All the staff have been so supportive but also really honest about the challenges and what they are doing to keep improving the school.

Geography Teacher



Stay updated with our Weekly Principal Vlog's on YouTube or read our seasonal newsletters for the latest news!



Dear Candidate,

Thank you for your interest in the Primary Attendance Officer position at Alec Reed Academy. We are seeking a dedicated and proactive Primary Attendance Officer to join our school team. The successful candidate will play a key role in promoting excellent pupil attendance, working closely with students, families, and staff to address barriers to attendance and ensure pupils are fully engaged in their education. Strong communication, organisational skills, and a commitment to safeguarding and improving outcomes for children are essential.

Alec Reed Academy is a vibrant and diverse all-through school serving a community full of aspiration and potential in West London. While our context includes areas of high deprivation, our students demonstrate strong ambition, resilience, and pride in their learning. We are equally proud of our staff, whose commitment and professionalism have contributed to our continued improvement and our 'Good' Ofsted outcomes over the past two inspections.

One of the unique strengths of Alec Reed Academy is that all business services operate entirely in-house – from HR and Finance to IT, Buildings, Hospitality, and Hygiene. This integrated model ensures consistent, responsive, and personalised support for staff, enabling quick resolutions, seamless collaboration, and a working environment where people feel valued and well supported. Our culture is built around respect, honesty, and kindness, and this is reflected in the way we work together every day.

The Academy continues to invest in staff development, leadership capacity, and high-quality facilities. We benefit from strong governance, financial stability, and a clear improvement trajectory that we look forward to celebrating in our next inspection.

If you would like to discuss the position confidentially or require further information before applying, please contact the HR Team at hr@alecreedacademy.co.uk.

We reserve the right to hold interviews in advance of the closing date should a favourable application be received.

We look forward to hearing from you.

Phil Cosby
Principal & CEO



Advertising the role of **PRIMARY ATTENDANCE OFFICER**

Salary from: £27,500

Closing date for completed applications: 18th September 2026

Interviews will be held: w/c 21st September 2026

'A great place to work with lots of friendly people, everyone was really kind and helpful in offering up their time and knowledge' Home Attendance Liaison Officer.

We have the exciting opportunity to work collaboratively with experienced staff in a high quality and well-resourced environment in the role of Attendance Officer in our Primary Phase. We are based in West London/Ealing. The role is to work Monday to Friday from 8am to 4pm on a term time basis plus professional development days throughout the year.

Skills & Experience needed:

- The role of Attendance Officer in our Primary Phase requires promoting attendance and punctuality by carrying out daily monitoring, prompt and rigorous responses to pupil lateness or absence including updating daily registers using Bromcom as well as inputting and maintaining records of family contacts and interventions including the processing of term-time leave requests
- Applicants must have strong organisational and administrative skills with experience of managing records
- Excellent oral and clear communication skills with a professional manner face to face, over the telephone and email
- Experience in a customer-facing environment working to strict deadlines and periods of intense workload and demand
- A calm and confident demeanour with the ability to show assertion when necessary

What we offer you:

- Excellent employer pension contributions of over 19% with the Local Government Pension Scheme
- Extensive free on-site parking with enough space to accommodate all staff
- Complimentary use of our newly refurbished, state of the art Fitness Suite
- A comprehensive and ongoing CPD programme to support your professional growth
- Subsidised meals served in our high-quality in-house restaurant
- Family-friendly policies, including enhanced paid dependants' leave, religious observance days, wedding and funeral leave, moving day leave, and paid time for NHS medical appointments
- Access to our Employee Assistance Programme and Occupational Health services
- Access to the Cycle to Work Scheme
- Free eye tests for staff
- Access to a range of discount schemes including Blue Light Card, Discounts for Teachers, and Costco membership.

Commitment to safeguarding:

- ARA is committed to encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination
- The aim is for our workforce to be truly representative of all sections of society and our customers, and for each employee to feel respected and able to give their best.

We reserve the right to hold interviews in advance of the closing date should a favourable application be received.

ARA is committed to the protection and safety of our learners. The successful applicant will be required to undertake an enhanced criminal record check via the Disclosure and Barring Service and Social media check prior to commencing the role.



JOB DESCRIPTION

Primary Attendance Officer



Line Manager: Assistant Principal - EYFS

The main purpose of the Attendance Officer role is to ensure that every child is receiving a suitable, full-time education by encouraging regular attendance at school.

Key Areas of Responsibility:

The Primary Attendance Officer is responsible for the following:

- Work closely with the Primary Attendance Team, Home & Liaison Officer (HALO), Senior Lead for Attendance, Secondary Attendance Officer, Designated Safeguarding Lead, Deputy Designated Safeguarding Lead, and SaFE Workers to achieve the below
- To promote attendance and punctuality by carrying out daily monitoring, and prompt, rigorous responses to pupil lateness or absence including updating daily registers using Bromcom
- To promote family and individual pupils' responsibility to attend school
- To register late pupils, ensuring that attendance and punctuality data is correct on Bromcom. Fill in missing marks and change 'N' for census
- Run the registers at the end of each week and chase up N's (non-attendees)
- To identify individual pupils with persistent absence / regular casual absence / those at risk of disaffection / truancy and to identify other unauthorised absence, liaising with the EWO to take action
- To monitor the attendance and punctuality of vulnerable groups including those looked after and on the child protection register and liaise with the DSL, SaFE Workers and teaching staff where appropriate on strategies to improve attendance
- To meet, minute and coordinate meetings with parent/ carers, of pupils who are Persistent Absentees (under 90%) to address issues and to implement appropriate and agreed strategies to improve attendance rates, providing updates to the CYP team
- To identify individual pupils with regular punctuality issues, liaising with the CYP Team in Primary Attendance Strategy Meetings.
- To monitor and identify the attendance and punctuality of vulnerable groups including those looked after on the child protection register and liaise with the DSL, Safe Workers and teaching staff where appropriate strategies to improve attendance
- To contact parents of absent pupils each day and issue more formal communications (letter or email) where required by school or Attendance & Punctuality Policy
- To conduct home visits in line with attendance, welfare and safeguarding procedures
- To input and maintain records of family contacts and interventions, and pupil data, including the processing of term-time leave requests
- To create and analyse the weekly attendance figures for each class, sharing information with relevant PLT, teachers and staff
- Work with the Senior Lead for Attendance to contribute to new strategies to improve attendance and punctuality for all children across the primary school

JOB DESCRIPTION (continued)

Primary Attendance Officer



- To propose appropriate referrals to the EWO and support in any subsequent interventions / actions
- Process Leavers forms
- Daily check of Primary Absences through the Class teacher email to see which pupils have been raised
- Identify individual pupils with persistent absence/at risk/severely absent and identify other unauthorised absence, liaising with the EWO to take action
- Every half term, work with the Senior Lead to contribute to new strategies to improve attendance and punctuality for all children across the Primary Phase
- To be aware of and respect the confidential nature of issues
- Ensure to safeguard and promote the welfare of children and young people, and follow the Academy's policies and the staff code of conduct.

Other duties and responsibilities

- Assist with telephone and in person queries from visitors/ Parents & Carers
- Assist with key events, such as parents evening as and when required
- Provide cover when required on reception, medical rooms and in other admin roles to support the office as instructed by the Senior Leadership Team
- To adhere to all school policies including, but not limited to; equality and diversity, data protection, child protection and GDPR and report any concerns to an appropriate person
- Ensuring own practice complies with the Code of Safeguarding and Professional Conduct for Staff
- To contribute to the overall ethos and aims of the school.
- Participate in training opportunities and professional development as required
- Undertake similar duties corresponding with the level of the post as required by your line manager, or member of the Primary Leadership team
- To adhere to school health and safety policy including risk assessment and safety systems
- Whilst at work, to take reasonable care for own health & safety and others who may be affected by their work and to co-operate with the board of trustees and its management to enable them to maintain a safe and healthy workplace
- Any other reasonable ad hoc works, administration or services required.

Terms & Conditions:

Working week is 36 hours excluding lunch times, with a lunch break of 30 minutes per day. Monday to Friday from 8am to 4pm.

Your working weeks will consist of Academy term times and Professional Development days as specified by the Academy.

Knowledge, Qualifications and Experience

Essential:

- Strong organisational and administrative skills with experience of managing records
- Excellent oral and clear communication skills
- Professional manner face to face, over the telephone and email
- Experience in customer-facing environment working to strict deadlines and periods of intense workload and demand IT literate with experience and good level of proficiency in Microsoft Office packages including Word, Excel and Outlook
- Experience of analysing registers (or similar) to identify trends/ gaps
- Experience and confidence in communicating with a ranging level of staff
- Experience with young people in a working or voluntary setting
- The ability to work in a way that promotes the safety and well being of children and young people including having an aware ness of the safeguarding requirements of the Academy along with Child Protection Policy
- Ability to communicate, interact and engage well with young people
- A calm and confident demeanour with the ability to show as sertion when necessary
- A smart and motivated pro-active self starter
- A demonstrable commitment to equality of opportunity
- Committed to maintaining high standards across the Academy
- Adaptability and contributor to changing circumstances and new ideas
- Ability to work flexibly as part of an Academy wide team
- Ability to develop and maintain good professional relationships with students, staff and parents
- A strong commitment to one's own professional development
- A willingness to become involved in wider Academy initiatives and activities

Desirable:

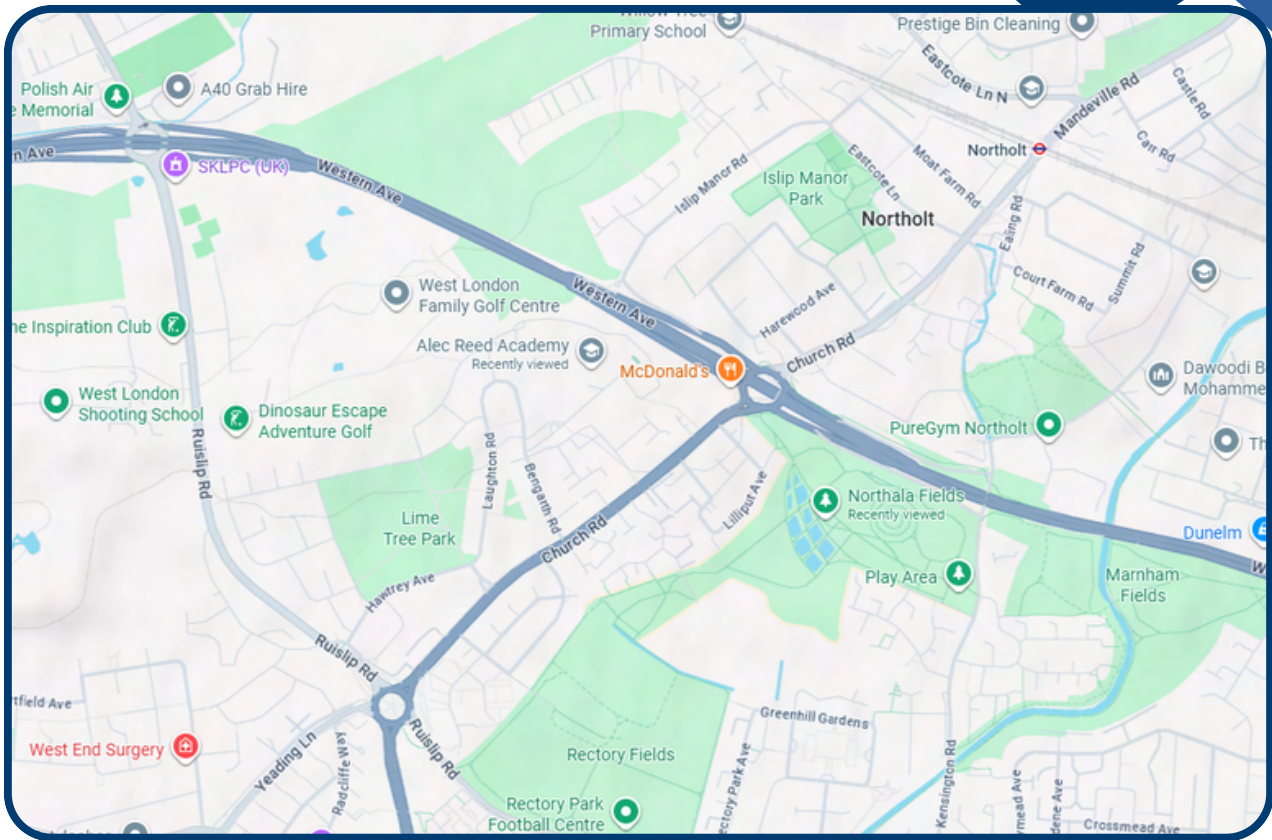
- Experience in an educational setting
- Experience in a similar role with continued interaction with parents/carers
- Experienced Fire Warden
- Experienced First Aider with current training

PERSON SPECIFICATION

Primary Attendance Officer



Contact Us



020 8841 4511

Bengarth Road, Northolt, Middlesex, UB5 5LQ

HR@alecreedacademy.co.uk

... Or visit our website

www.alecreedacademy.co.uk

