



Candidate Pack

Apprentice Marketing Assistant

The Hyndburn Academy



The Hyndburn Academy

The best in everyone™

Part of United Learning

Welcome

At The Hyndburn Academy, we are committed to providing an exceptional educational experience for every student. As part of the United Learning Trust, we are proud to be rated *Good* in all areas by Ofsted, reflecting our dedication to academic excellence, personal development, and the well-being of all our students.

Over the past four years, we have experienced significant growth, doubling in size, and we are thrilled to have been selected for the Department for Education schools rebuilding programme, which is due to begin this year, this will ensure our facilities match the high standards we set for ourselves and our students.

Our ethos, "Every Child Matters," is at the heart of everything we do. We believe in nurturing each student's unique potential, ensuring that they feel valued, supported, and empowered to succeed. With our motto, '*The Best in Everyone*,' we strive to inspire every student to reach their full potential, both academically and personally, as we continue to build a thriving, inclusive community.

Both our ethos and motto are underpinned by the core values of:

Aspiration – to achieve the best for ourselves and others

Confidence – to have the courage of our convictions and to take risks in the right cause

Respect – for ourselves and others in all that we do

At the heart of everything at The Hyndburn Academy is ambition and we know that by working together with parents and carers, our students can achieve anything and everything that they desire.

If you believe that your experience and skillset will help us on our journey, then we would love to receive your application.

I hope you find the information you need in the accompanying pack and on our website useful for the role for which you are applying. However, if you need to know anything further or wish to arrange a visit to the school then please do not hesitate to contact us by telephone on 01254 885378 or via email on angela.eames@hyndburnacademy.org.uk

With best wishes,

Mr U Wazir
Principal



Ms M Haselden
Executive Principal





About United Learning

United Learning is a Group of schools which aims to provide excellent education to children and young people across the country. We seek to improve the life chances of all the children and young people we serve and make it our mission to bring out ‘the best in everyone’ – pupils, staff, parents, and the wider community. We uniquely comprise schools in both the state and the independent sectors.

As a Group, we can offer more to both staff and young people than any single school could offer alone. The growing range of outstanding group-wide activities that we can provide will mean that more young people will have truly exceptional and inspiring experiences.

We believe that our Group contains the most developed relationships and practical interaction between independent and state schools in the country, creating benefits for all the schools involved.

United Learning comprises both United Church Schools Trust, which operates our fee-paying independent schools, and United Learning Trust, which operates our state-funded academies. To find out more about United Learning, please visit the website

www.unitedlearning.org.uk

As part of United Learning, The Hyndburn Academy will share the objective of bringing out ‘the best in everyone’, enabling each student to become a balanced, happy and articulate person with intellectual freedom, confidence, compassion, integrity and a lifelong love of learning.

Benefits of Teaching	Benefits of Teaching in United Learning	Benefits of United Learning
■ Meaningful career, rewarding work, making a difference to children’s lives ■ Contributory defined benefits pension scheme (TPS) ■ Occupational sick pay	■ Enhanced rates of pay ■ Paid membership to the Chartered College of Teaching ■ Additional planning days ■ Shared curriculum resources ■ Access to subject advisers and networks ■ Opportunities for private and public sector collaboration ■ 20% PPA time across an average working week	■ Access to Perkbox rewards ■ Enhanced parental leave ■ Flexible working opportunities ■ Wellbeing support ■ Access to free and confidential counselling support ■ Annual staff survey ■ Excellent CPD offer ■ Career progression opportunities within school clusters and nationally
Benefits at your school There may also be school-level benefits that demonstrate your commitment to recognise and reward staff e.g. arrangements with local retailers/services, workload management strategies, wellbeing initiatives, and local recognition schemes such as birthday or thank you cards.		

Our Ethos

Our approach to education is underpinned by a sense of moral purpose and commitment to doing what is right for children and young people. We believe in supporting our colleagues to achieve excellence and in acting with integrity in all our dealings within and beyond the Group. We believe the safety and welfare of all children and young people is paramount. We summarise this ethos as ‘the best in everyone’ which underpins our core values:

Ambition – to achieve the best for ourselves and others.

Confidence – to have the courage of our convictions and to take risks for the right cause.

Creativity – to imagine possibilities and make them real.

Respect – of ourselves and others in all that we do.

Enthusiasm – to seek opportunity, find what is good and pursue talents and interests.

Determination – to overcome obstacles and achieve success.

As a single organisation, we seek to bring together the best of independent and state sectors, respecting both traditions and learning from each other. We believe that each of our schools is and should

be distinctive – committed to developing its own strengths and identity while sharing our core values to promote service, compassion and generosity.

Continuing Professional Development

We believe that successful organisations make a priority of developing their staff; all the more so in education, where the people of the organisation are its most important asset. The development of all staff is important to us.

We work on the basis that each of us, however effective, can always improve. You will be set personal development objectives with your line manager or the Principal each year and will be supported to achieve them.

You will take a role in supporting the school, and be asked to work with other staff in the school and within the Lancashire Cluster on sharing ideas and practice with one another.

You will also have the benefit of accessing a range of networks, and United Learning has also commissioned training programmes from major universities.

We believe that schools are at their best when they are autonomous and able to develop a distinctive ethos, reflecting the needs of their pupils and the context within which they work. The Group can get behind the work of Heads and leaders in schools through creating strong networks, providing outstanding educational support and professional development, and by taking the strain of professional functional support. We aim to ensure that the technology, finance, HR and data support is provided more effectively and efficiently than would otherwise be possible, so that Principals can focus on educational leadership.

Our Framework for Excellence

To achieve our mission, our schools prioritise five key principles:

- 1 The best from everyone
- 2 Powerful knowledge
- 3 Education with character
- 4 Leadership in every role
- 5 Continuous improvement



Our aim is to bring out 'the best in everyone'. So, we must expect the best from everyone, all the time. Every child is a special individual, capable of extraordinary things. Who can know the limits of any child's potential?



Our Framework for Excellence

'The best from everyone'

Our aim is to bring out 'the best in everyone'. So, we must expect the best from everyone, all the time. Every child is a special individual, capable of extraordinary things. Who can know the limits of any child's potential? So, we expect unreasonably – we constantly challenge children to do what they think they can't, to persist, to work hard and to be at their best.

From every adult we expect the same: that they are at their best, expect unreasonably of themselves, are determined and resilient and pass those expectations on to the children in all they do. We act with the utmost love, care and good faith – the highest standards come with the greatest attention to the wellbeing of all.

'Powerful knowledge'

Our most important purpose is to teach young people things they would not learn outside school, which free them to think and act more powerfully in their lives. Words and numbers are our most powerful ways of representing the world. Mastery of language and fluent mathematical skills are therefore our top priority. We aim to prepare young people to make a success of their lives: a core entitlement to subject-based learning; the development of talents; an understanding of work and society.

Worthwhile learning is often hard. Inspiring teaching is what gives access to difficult concepts and the thrill of intellectual discovery. Powerful knowledge is not static or backward-looking. It includes the ability to critique, challenge the status quo, think and learn.

'Education with character'

Academic success is very important. Exam passes are an important aspect of that. But there is more to a good education. Our schools also aim to develop character, compassion and service. Young people are expected to contribute to their school and to society; to try things which they think they cannot do; to persist in the face of difficulty.

to become resilient in overcoming obstacles; to manage themselves; to work independently on things which challenge them; to work with others and in teams; to be courageous and caring; to lead.

We want young people to look back on a joyful schooling which has inspired and challenged them, given them wide opportunity and prepared them for the ups and downs of life.

'Leadership in every role'

Our children are leaders of the future. We expect them to start today – taking advantage of structured opportunities to lead and taking responsibility for themselves and others.

Every adult in the school

is a leader. In every word, tone and gesture, they set direction and expectation. We expect every adult to take responsibility and the initiative to do what is right for the children.

All those in formal leadership positions create the climate in which others work. They demand the highest standards, build a performance culture, develop their teams and create the space for others to lead. All leaders listen, grow relationships, act with integrity and care and expect the best from themselves and others in building a happy, confident school.

'Continuous improvement'

However good we are, we can be better. We constantly look for improvements and implement them with pace. We look for ideas for improvement inside the organisation and out; we observe one another; we steal good ideas with pride and look to make them better; we work together to improve.

We always look at the evidence and are rigorous in evaluating impact. We stop or change things which aren't working; we improve things which are. We aim for high leverage, high impact for low effort and low cost. We constantly look to have more impact for less cost and effort and to spend every pound wisely.

Job Description

APPRENTICE MARKETING ASSISTANT

Hours of work:	37.5 hours per week	Contracted weeks:	Full time full year
Supporting work/life balance:	5 Inset days per year, plus an additional 3 planning days, at least one personal day per year		
Reporting to:	Cluster Marketing Manager	Direct Reports:	None
Salary:	Up to £25,000	Employer Pension contribution:	Local Government Pension Scheme

Post:

The main purpose of the role is to manage internal and external online and offline communications for the academy raising awareness of the school's academic excellence and exciting offering for students, maximizing the number of student admissions by coordinating effective admissions campaigns, and elevating the school's reputation within the local community.

You will be responsible for the marketing, recording and communication of all activities and events pertaining to students and visitors to the school, building good relationships with key members of staff to identify upcoming events and stories.

You will own the academy website, social media and events calendar and have experience in campaign planning and evaluation.

Key Responsibilities:

As a Marketing Apprentice, you'll have a wide range of end-to-end marketing responsibilities including:

- Adhering to brand guidelines across all digital and offline communications for both the academy and wider organisation;
- Collaborating with the Cluster Marketing Manager to devise strategies ensuring stakeholder satisfaction and meeting admissions objectives;
- Working collaboratively with stakeholders across the cluster to ensure effective project management;
- Developing and maintaining the school's social media presence, managing content calendars, and creating engaging written and visual content across various platforms and monitoring key performance indicators to gauge campaign effectiveness;
- Analysing trends and competitor performance, as well as collaborating with local organisations and influencers;
- Owning and overseeing the website, including maintaining, updating, and curating high-quality content through the CMS;



- Coordinating website compliance to meet OFSTED and DfE requirements, safeguarding, and security standards, collaborating with key academy staff for relevant sections.
- Ensuring engaging, up-to-date content tailored to parents and students is essential, while leveraging the website as an effective recruitment tool for prospective students and staff;
- Curating a library of high-quality photography and video for digital and print platforms, and crafting compelling content for the website, newsletters, and press releases to enhance academy visibility and engagement;
- Designing professional marketing materials for key events such as admissions and parents' evenings, maintaining updated corridor displays in collaboration with staff and reprographics, and coordinating in-house printing;
- Leveraging relevant channels to effectively disseminate communications to diverse stakeholders, ensuring both internal and external communication reflects the academy's values and ethos;
- Supporting community initiatives and projects to foster PR opportunities and relationships is essential, alongside working with group's press agency to write and distribute news releases;
- Overseeing academy-hosted events, ensuring effective promotion and marketing while maintaining a network contact list of external parties and attendees;
- Evaluating the impact of events and reporting findings to the Senior Leadership Team and Cluster Marketing Manager;
- Leading project management for and attending public relations and student recruitment events, such as Prize Giving Evening, Open Evenings, Prom Nights, and GCSE Day, is integral to enhancing the academy's image and attracting prospective students.

General Duties and Responsibilities:

- This job description must be read in conjunction with the overall requirements of responsibilities identified within relevant conditions of service.
- Whilst every effort has been made to identify the main duties and responsibilities, each individual task may not be specifically identified.
- Colleagues will be expected to comply with reasonable requests from their line manager/senior staff to undertake work of a similar level that is not specified within this job description and to observe all Academy policy statements.
- Colleagues are expected to be courteous to other colleagues and provide a welcoming environment to visitors and telephone callers.
- At all times working in line with Academy policy and procedures.
- To attend staff training events as appropriate.
- To take care of own and others health and safety.
- To be aware of the confidential nature of issues relating to home/academy/parent/carer.
- The Academy will endeavour to make reasonable adjustments to the job and working environment to enable access to employment for disabled applicants or continued employment for any employee who develops a disabling condition.
- To support with break & lunch duties.

Performance Management

- To participate fully in the academy's Performance Management process.

Knowledge, Experience and Skills

- Has the right to live and work in the UK.
- Will hold a degree in a synergistic subject such as English, Journalism, Graphic Design, Psychology, etc;
- Will have excellent interpersonal skills;
- Be a team player;
- Have a 'can do' attitude;
- You should have outstanding verbal and written communication skills;
- May have some experience of creating content for social media, websites and publications including photography, video and graphic design;
- May have some experience with Canva or other design software;
- Hold GCSEs in English and maths at grade C/4 and above;
- And, you should be passionate about inspiring young adults.

The Multi-Channel Marketer Apprenticeship

This role will be part of a marketing apprenticeship provided by The Marketing Trainer. Whilst studying towards the Multi-Channel Marketer Level 3 Apprenticeship you'll learn about:

- Campaign management;
- Content creation;
- Social Media marketing;
- Digital and traditional communications;
- Brand management;
- Communication skills;
- Project Management;
- And much, much more.

Training will take place remotely over an eight-month period.

Additionally, the successful candidate will also be enrolled on a level 3 Foundation certificate with the CIM.

Person Specification

Qualifications	Requirement	Evidenced
GCSE English and Maths (grade C/4 or higher)	Essential	Application
Educated to degree standard	Desirable	Application
Skills and Knowledge		
Ability to set and prioritise goals	Essential	Application/interview
High standard of literacy and attention to detail	Essential	Application/interview
A proactive and flexible approach to work	Essential	Application/interview
Excellent communication skills	Essential	Interview
Strong skills using MS Office and presentation packages	Essential	Interview
An understanding of data protection and GDPR compliance in relation to processing personal information	Essential	Application/Interview
Experience		
Experience of working in an office or school environment	Desirable	Application/interview
Experience of working in a marketing environment	Desirable	Application/interview
Strong administrative skills	Essential	Application/Interview
Experience of working with children and safeguarding	Desirable	
Personal Characteristics		
Approachable, with excellent interpersonal skills and the ability to build good relationships with colleagues and the wider school community	Essential	Application/interview
Discretion and sensitivity, including respect for confidentiality	Essential	Application/interview
A commitment to own continuous professional development and learning.	Essential	Application/interview
Demonstrates a commitment to treating others fairly, consistently and with respect, championing our inclusive culture.	Essential	Application/interview
Passionate about making a difference to young people and our communities.	Essential	Application/interview
Other		
Committed to the safeguarding of young people.	Essential	Application/interview
Willingness to participate in training, particularly First Aid and Team-Teach.	Essential	Application/Interview

Terms & Conditions of Employment

Employer

United Learning

Position

Apprentice Marketing Assistant

The Hyndburn Academy

Reporting Line

Cluster Marketing Manager, Lancashire Cluster

Location

The Hyndburn Academy or such other nearby place operated by the school or to which the school may relocate.

Start Date

As soon as possible

Starting Salary

Up to £25,000

Holidays

You are entitled to take holidays during the normal school holidays.

Staff are guaranteed one paid personal day off each year.

Pension Scheme

You are eligible to be a member of the Local Government Pension Scheme.

Health Cash Plan

Following completion of probation, staff are enrolled into a Health Cash Plan which enables you to claim money back towards the cost of essential including optician, dental, and therapy, up to annual limits. It also includes the ability to book same day GP appointments and private prescriptions.

Ill Health

United Learning's sick leave and pay policy will apply. The policy allows for a three years' sliding qualification period.

Safeguarding

United Learning is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. This appointment will be subject to an enhanced DBS Check, medical clearance, online checks and employment references, all of which are satisfactory to United Learning.

Benefits

We encourage flexible working and offer opportunities where it meets the needs of the role. We also have a wide range of additional benefits, discount schemes that save you money, as well as access to an Employee Assistance Programme, discounted gym memberships, cycle purchase and car leasing.

How to Apply

If you wish to discover more about this exciting opportunity, need further information or would like to have an informal discussion, please contact our Cluster HR Manager, Angela Eames via angela.eames@unitedlearning.org.uk

School visits are warmly encouraged and can be arranged through the Cluster Marketing Manager, Zoe Hinchliffe via zoe.hinchliffe@unitedlearning.org.uk

All applications should be submitted via our website: [Vacancies](#) | [Work With Us](#) | [The Hyndburn Academy](#)

The closing date for receipt of completed applications is **21st September 2026**.

The Selection Process

We will treat all enquiries, formal and informal, in confidence. The selection process will be as follows:

All applications will be received via our online system

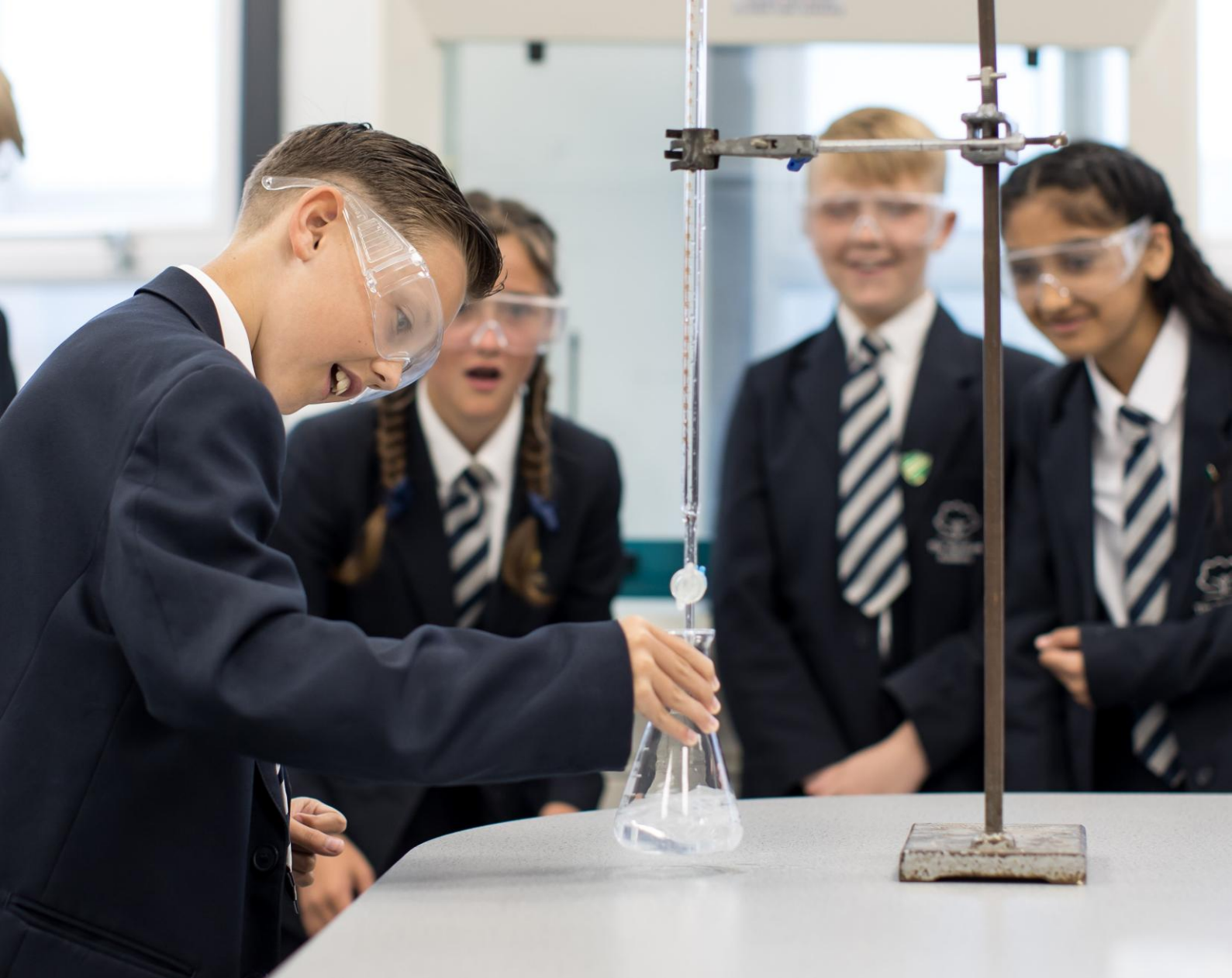
Shortlisting will take place w.c. 21st September 2026.

Interviews will take place w.c. 28th September 2026.

These will consist of written tasks, a tour of the school, a short compliance-based meeting with HR and an interview.

Candidates will be offered full feedback following their interview.





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Stourton Street | Rishton | Blackburn | Lancashire | BB1 4ED
