



Meridian Trust

Marketing & Communications Officer

Recruitment Pack



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Welcome from our CEO, Mark Woods



Thank you for your interest in joining the Meridian Trust family.

The success and growth of our Trust has been based on remaining focused on some critical principles:

- Every child is known, equally valued and supported to achieve their potential in all our academies. Every community we serve benefits from the facilities and services we provide.
- Our staff benefit from strong networks, excellent career opportunities and a human approach where they are equally valued and supported.

- We ensure that well-run schools retain and develop their distinct contextual identity, while sharing and contributing to our common values, practices, curriculum approaches and operational systems

Since 2011, thanks to the fantastic work of our staff, our Trust has grown from 1 to 35 academies whilst retaining our focus on working within an area that enables easy movement between our schools. From first developing an application in 2007 to open schools in the new town of Northstowe, we have been committed to the vision of being an all-through and all-inclusive Trust. Our Trust currently consists of 36 schools, 19 primary schools, 13 secondary schools, 3 special schools and 1 all-through.

Meridian also plays a key role in the wider development of education in the region. We are the home to the Cambridge and Peterborough Teaching School Hub and operate a vibrant Initial Teaching Training provider that trains upwards of 100 teachers annually. In addition, our commitment to the local community as an extension of our village college ethos means that we host a range of activity in our schools, including providing leisure and educational opportunities.

If being part of a dynamic, compassionate and dedicated group who believe we can really improve young people's life chances and opportunities by working together appeals to you, we very much look forward to receiving your application.



A Brief History

Meridian Trust, formerly known as Cambridge Meridian Academies Trust (CMAT), is a values-led Trust and has risen to be one of the highest performing academy groups in the country. Our Trust was first formed as an educational trust to create a federation of schools in 2006 with a desire to provide high quality and dynamic education for everyone, right in the heart of our community. Through various government policies, our commitment to collaboration has remained consistent.

Meridian Trust was formed in 2011 to deliver more widely on that clear vision to provide high quality and dynamic education for all at the heart of the communities we serve. Our steady growth since then reflects our commitment to the communities we serve and our track record of success. The period since 2018 has seen an increase in speed of growth as many long term projects matured and our relationship with Sharnbrook Academy Federation emerged.

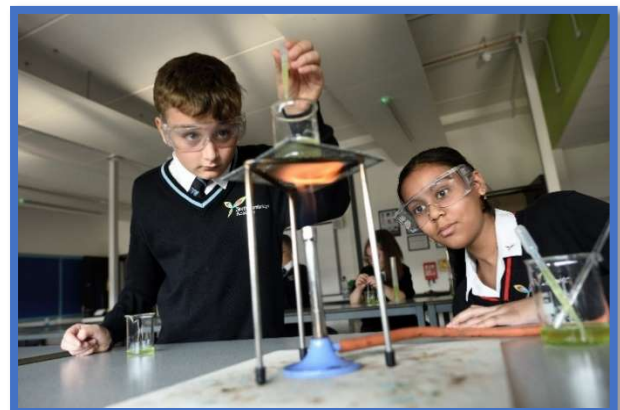
We are currently a family of 36 academies (including 19 primary, 3 special and 13 secondary schools and one all through school). The secondary schools include a University Technology College, an Upper School, four 11-16 schools and six 11-18 schools. We also have 2 new secondary free schools in development. All within 20 miles of Cambridge and Peterborough and the main communication routes between. We merged with Cambridge Primary Education Trust to become the Meridian Trust in April 2022. In addition to operating schools, we are the home of the Cambridgeshire and Peterborough Teaching School Hub, and train more than 150 new teachers each year through Meridian Trust ITT. We retain a

strong commitment to growing and supporting staff throughout their training and career development. We have a proven track record of school improvement and transforming the lives of children and young people over the last 10 years.

Students thrive in Meridian Trust academies as a result of the implementation of our values, our successful and proven systems and our commitment to valuing people. We are among the highest performing multi-academy trusts in the country for student progress. Our academies are well-run and our staff benefit from excellent access to professional development.

Our commitment to the education system goes beyond just our own academies. We operate 'The Cambridge Partnership', one of the largest initial teacher training providers in the country which has recently merged with the SAF ITT, and 'Leadership East' these further strengthen our capacity and commitment to professional development. We also provide support through various SLAs to a number of other trusts and academies.

As a strong, regional multi-academy trust we currently operate schools across Bedfordshire, Cambridgeshire, Lincolnshire, Peterborough, and Northamptonshire. We are proud to have strong partnerships within all these communities.



Trust Vision, Mission and Values

Our values and who we are:

Meridian Trust is a successful multi-academy trust founded on its commitment to people and communities.

Our proven approach over more than a decade has elevated us to a respected and admired academy trust, a national leader in education and a source of great pride to the communities we serve.

Every child is known, equally valued and supported to achieve their potential in all our academies. Every community we serve benefits from the facilities and services we provide.

Our staff benefit from strong networks, excellent career opportunities and a human approach where they are equally valued and supported.

We ensure that well-run schools retain and develop their distinct contextual identity, while sharing and contributing to Meridian Trust values, practices, curriculum approaches and operational systems.

Our Vision:

High-quality educational provision for all at the heart of local communities.

Our Mission:

To deliver, promote and inspire high quality educational provision in schools at the heart of their local communities so that:

- Young people become successful learners and confident, empowered individuals;

- Young people are encouraged to think for themselves and act for others, equipping them with the values, attributes, knowledge and skills to make a rewarding contribution to society;
- Every school is a hub for community activities, a centre for extended services and a source of immense pride for students, their families, and other local stakeholders;
- Our staff benefit from strong networks, excellent career opportunities and a human approach where they are equally valued and supported;
- Well-run schools retain and develop their distinct contextual identity while sharing and contributing to the Meridian Trust values, practices, curriculum approaches and operational systems.

The enactment of our values for staff:



Valuing People

Engaged, developed, supported, and consulted.



High Quality Learning Environment

Experts who strive for continual development. Collaborative networks, trusted to deliver.



Pursuit of Excellence

Set ambitious goals and model what success looks like. Eager to improve.



Extending the Boundaries of Learning

Make connections, provide opportunities. Generous and sharing of knowledge and expertise.



Achievement for all

Are accountable for the outcomes we contribute towards and strive for the very best.



Valuing People



High Quality Learning Environment



Pursuit of Excellence



Extending the Boundaries of Learning



Achievement for all

Why work for us

Meridian Trust aims to be the employer of choice for the communities we serve. Since 2010 we have nurtured and developed the careers of many people. You can read about some of those journeys in the 'Meridian Trust People' section of this website. We are committed to making a difference to young people's lives and the communities we serve. Help us make our mission a reality.

Benefits:

As a multi-academy trust of 36 schools, Meridian Trust can provide a wide network of opportunities for collaboration and career development for both teaching and support staff. With an initial teaching training facility and a teaching hub network within our Trust, there are ample opportunities to both, get into teaching, and develop within the profession.

- As well as the above we also offer:
- Unlimited access to CPD via Meridian Learning
- Free annual eye tests
- Access to a free Employee Assistance Programme, offering mental health and wellbeing support

- Unlimited value cycle to work scheme

To see the full range of benefits available, please visit [Employee Benefits - Meridian Trust](#)

How to apply

To apply please complete the online form on MyNewTerm . Your supporting statement should address and evidence the selection criteria detailed in the Person Specification.

Closing Date: 13th July 2026

Interviews: Week commencing 13th July 2026

Applying:

For any questions about the application process please contact:

Sophie Laycock – HR Officer

Email: slaycock@meridiantrust.co.uk

Meridian Trust is committed to safeguarding and promoting the welfare of children. All appointments will be subject to satisfactory pre-employment checks including enhanced DBS disclosure. We are committed to diversity & inclusion and equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, race, religion or belief and marriage and civil partnerships. Meridian Trust is committed to safer recruitment practice and pre-employment checks will be undertaken before any appointment is confirmed. This post is subject to an enhanced disclosure and barring service check. We expect all adults who work for the Trust to



Valuing People



High Quality Learning Environment



Pursuit of Excellence



Extending the Boundaries of Learning



Achievement for all

share our commitment to safeguarding and the health and wellbeing of our students

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title:	Marketing & Communications Officer
JD Reference:	Core ADM 09
School/Academy:	Core
Weeks:	52 weeks
Hours of work:	37
Salary:	Grade 8
Responsible to:	Marketing & Communications Manager

Role:	The implementation of effective internal and external marketing and communications across our academies and the trust.
Purpose of job:	To support the Marketing and Communications Manager in the delivery of the Marketing and Communications Strategy. Involved in all areas including social media activity, production of marketing literature, internal newsletters and videos, organisation of events, advertising/promotional campaigns and research.

Responsibilities and Accountabilities:

- With the Marketing and Communications Manager, support the planning, production, and delivery of a cycle of multi-channel marketing and communications activity to support the objectives of the trust’s strategic plan.
- Working with the Marketing and Communications Manager to respond to unexpected or unanticipated requirements for press releases where required acting to safeguard the image and reputation of the school.
- Contribute to the organisation and arrangement of school events through the provision of materials, equipment, invitations, and publicity.
- To work flexibly within the team and autonomously as needed to manage your duties and conflicting priorities
- Working with the Marketing and Communications Manager and external agencies to develop the trust brand, implementing a range of on and offline communication activities including, but not limited to: social media marketing, website content, digital advertising, traditional media and events.
- Design and produce promotional materials for the Trust and be knowledgeable on various software packages to undertake this. Responsible for the promotional materials and associate equipment for this.



- Support projects and initiatives as determined by the Marketing and Communications Manager, specific schemes of work, co-ordinating the planning, implementation and evaluation.
- Liaise with, and manage the expectations of multiple stakeholders including, but not limited to: marketing agencies, senior management, colleagues, students, employers, media and printers.
- Contribute towards service development and innovation, by reviewing and implementing procedures and appraising campaigns and activities using data and insight, to deliver continuous improvement.
- Delivery of a consistent/professional customer experience, providing first-class service aligned to the strategic plan 'committed to excellence'.
- To report on surveys as and when required, to gain insights in the viewpoints of key audiences
- Have an understanding of copyright, GDPR and legislative requirements, and responsible for ensuring that the Trust is compliant.
- Liaise and co-ordinate with colleagues to ensure that display materials across the Trust are current, relevant, and consistently comply with branding guidelines.
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Support for School/Academy/Place of work:

- Participation in staff events by arrangement.
- Attend Staff Meetings.
- Contribute and participate in Trust events and activities where possible.
- Develop and maintain effective working relationships with other staff and parents/carers.
- Adhere to the Trust values.
- Follow school policies, practices and procedures.

Data security:

- Act in accordance with legal provisions regulating confidentiality and security of data and information in accordance with GDPR regulations.

Health and Safety:

- Be aware of the responsibility for personal Health, Safety and Welfare and that of others who may be affected by your actions or inactions.
- Co-operate with the Trust on all issues to do with Health, Safety & Welfare.
- To work/operate all equipment within Health and Safety and other legal regulations, including risk assessments.
- Physically able to undertake manual work and to perform tasks set out in this job description.
- Contribute to the maintenance of a safe and healthy environment.

Continuing Professional Development:

- In conjunction with the line manager, take responsibility for personal professional development, keeping up to date with research and developments related to school/academy/place of work efficiency, which may lead to improvements in the day-to-day running of the Trust.
- Undertake any necessary and identified professional development taking full advantage of any relevant training and development available, particularly when related to the use of ICT, for data management and record keeping.
- Maintain a professional portfolio of evidence to support the Performance Management process – evaluating and improving own practice.

Child Protection and Safeguarding

- The post holder will have a shared responsibility for the safeguarding of all children and young people. The post holder also has an implicit duty to promote the welfare of all children and young people.
- To inform the Child Protection Officer of any issues relating to the safety and well-being of students.

The post holder will undertake any other duties commensurate with the grade of the post, in consultation with line manager.

This job description is subject to review and may be changed following consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the Trust in relation to the post holder's professional responsibilities and duties.

The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.

All staff will be subject to an enhanced check with the Disclosure & Barring Service.

Updated: Dec 2022

Person Specification – Marketing & Communications Officer

Assessment Key:
A = Application Form
I = Interview

Education and Qualification		Essential	Desirable	Assessment
1	Good educational background including GCSE or equivalent in English.	✓		A
2	Educated to A-level standard	✓		A
3	Relevant degree level qualification.		✓	A
Experience		Essential	Desirable	Assessment
4	Experience of working in the English school sector.		✓	A/I
5	Extensive experience of working in an office environment.	✓		A/I
6	Some experience with social media management, production of marketing literature, internal newsletters and videos, organisation of events, advertising/promotional campaigns and research. data entry and website content management systems		✓	A/I
Knowledge and understanding		Essential	Desirable	Assessment
7	Understanding of the English school sector and the wider education sector.		✓	
Skills and abilities		Essential	Desirable	Assessment
8	Excellent interpersonal skills with the ability to liaise effectively with a range of people across the trust.	✓		I
9	Excellent organisation and work planning skills with the ability to create and maintain effective administrative systems and procedures	✓		I
10	Strong ability to work as a team player and supportive of team working.	✓		I

11	Attention to detail and methodical approach to completing tasks	✓		I
12	Excellent IT and Microsoft Office skills	✓		I

Personal Qualities		Essential	Desirable	Assessment
13	High personal standards in terms of attendance, punctuality, and meeting deadlines.	✓		I
14	Professional in their approach to dealing with issues and employees.	✓		I
15	Ability to work effectively during intensive periods of pressure and being flexible in approach to work to ensure service levels and deadlines are met.	✓		I
16	Absolute discretion with regards to confidential information and protecting information in line with GDPR.	✓		I
17	Valuing people and inclusivity.	✓		I
18	Non judgemental.	✓		I
19	Ability and willingness to develop own understanding and capability through advice and training.	✓		I
Child Protection		Essential	Desirable	Assessment
20	Support the Academy policies on safeguarding and child protection.	✓		A/I
Other		Essential	Desirable	Assessment
21	Flexibility of working hours.	✓		A/I
22	Travel is a requirement of this post. A driving licence and access to a car is a requirement. Business travel must be included on car insurance.	✓		A/I

