

JOB DESCRIPTION

Forward Education Trust Head Office
Head Office Leycroft Avenue, Tile Cross, Birmingham, B33 9UH

Job Title	Trust Engagement Officer
Salary	Grade E Points 16 to 29 (£21,374 to £27,649 FTE) Actual Salary £19,172 – £24,801 for 36½ hours per week, (TTO +2)
Contract Type	Permanent – 36½ hours per week Term-time (39 weeks) plus 2 additional weeks This post will include visiting our academies

REPORT TO: Chief Executive Officer

JOB DESCRIPTION AND PURPOSE:

Having happy, healthy and fully engaged staff is key to a successful organisation. This Trust is committed to:

- providing employees with a safe, healthy and supportive environment in which to work
- recognising that the health and wellbeing of our employees is important and that the benefits provided are accessed easily by all of our employees
- providing a supportive workplace culture where individuals’ healthy lifestyle choices are valued and encouraged, supported through highly effective communication and accessible resources
- ensuring that they are kept up to date with developments and able to communicate with each other and school/Trust leaders in an easy and effective way

Engaging with external stakeholders (parents, prospective new staff, community and benefactors) in an effective way promotes the Trust in a positive way, creates a personality for each school and contributes to a positive outlook for schools and the Trust.

The postholder will generate ideas and initiatives to support the positive presentation of our Trust and schools to students, parents, staff colleagues, prospective staff and many other key audiences.

- To produce our Trust and school newsletters and other publications in whatever media is appropriate.
- To ensure that our Trust and school websites are current, compliant, up-to-date, vibrant and well-maintained.
- To generate and maximise positive media coverage for our Trust and schools, generating and managing all types of media content (including social media) acting as a “gatekeeper” to ensure suitability of content.
- Via our employee portal and other means of communication, to ensure we have a vibrant, cohesive and supportive flow of information throughout our Trust.
- Lead and plan the effective coordination of internal, marketing and corporate events.
- Ensure that internal stories of good news about our students and staff are shared regularly and in a highly informative way, to build a positive impactful image of our Trust and schools.

ABOUT YOU:

- You will ideally (although not absolutely essential) have experience of working in an education setting and will be familiar with the policy landscape and operating context of education, Special Schools and Multi Academy Trusts.
- You will be able to use this understanding to shape and deliver communications plans and strategies, using your insight to create a competitive edge for this Trust and our schools.
- You will be digitally savvy, have exceptional communications (both written and verbal) plus PR and copy-editing skills, coupled with experience of working in or with a communications or marketing team.
- A confident and creative communicator, with excellent writing skills, you will have the ability to translate complex information into compelling and engaging content for a range of channels and audiences. You'll also have experience of using design and video software.
- The successful candidate will be a supportive team player, able to work in and flourish in a fast-paced environment. You will be able to work independently and in collaboration with colleagues at all levels across departments and with external stakeholders.

DUTIES AND RESPONSIBILITIES

Key responsibilities

Media profile

- Instigate and implement media (social and traditional), reputation and communication plans to support the Trust and school strategic objectives and ensure that this develops and maintains a high profile locally and regionally.
- Measure the success of the press and external communications and maintain records to demonstrate this process and provide information for planning future events in collaboration with social media planning.
- Identify and act upon forward feature opportunities within target publications, in agreement with the strategic needs of the Trust.

Media records & monitoring

- Establish and maintain a media contacts database. Regularly read regional, national and trade press to identify PR opportunities and key journalists.
- Ensure that media coverage of Trust and schools is distributed across social media platforms to effect positive outcomes.
- Manage and maintain records to track proactive and reactive PR

Staff Liaison & Internal Communication

- Organise and maintain regular contact with key staff in order to plan, support and 'media manage' future events and issues.
- Collate, write and construct content for key staff and student communications channels, ensuring messages are communicated in a timely manner and using the most appropriate channels, which may include the Trust/schools websites, an "intranet" system and other forms of written media.
- Co-ordinate and edit copy and layout of all marketing materials
- Co-ordinate photography required to support press releases
- Manage and further develop the Trust's internal communications system to streamline and maximise communication
- Coordinate the regular staff bulletins and any other content as required

Press Releases & Copywriting

- Prepare and distribute Press Releases through post and electronic channels

- Prepare and distribute other forms of media material such as opinion pieces, letters to editors, consultancy documents, and other articles as appropriate
- Re-frame press releases for use in other marketing material
- Provide copywriting service for publications, website and advertising

Case Studies

- Create and maintain a database of student/employer case studies and ‘good news’ stories to populate web and digital channels

Other Duties

- To undertake additional duties as required, commensurate with the level of the job
- Actively demonstrate commitment to own continuous professional development (CPD)
- To participate in training, staff review processes and professional development opportunities
- Ensure full compliance with all aspects relating to GDPR including effective liaison with the Trust’s DPO on all matters relating to publishing information within and external to the Trust

Other Responsibilities

- Contribute to the wider life of the Trust, its school, and its community through out of hours and partnership work when required.
- Demonstrate commitment to safeguarding and promoting the welfare of children, young people, and vulnerable adults.
- Carry out your duties with full regard to the Trust’s published employment policies.
- Comply with health and safety policies, organisational statements, and procedures, undertake to report any incidents/accidents/hazards and to take a proactive approach to health and safety matters in order to protect both yourself and others.
- Contribute to the overall aims and ethos of the Trust and establish constructive relationships with the Trust’s schools, Trust Central team and other agencies as appropriate to this role.
- Always promote the Trust’s co-operative ethical values
- Any other duties as commensurate with the post.

ANNUAL LEAVE

1. There is an expectation that up to 5 days annual leave may be needed to cover the Christmas closure period.

REVIEW AND AMENDMENT

This job description is normally subject to annual review. It may be amended at the request of the CEO or the post holder but only after full consultation with the post holder.

This job description is current at the date shown. It will be reviewed at least annually and, in consultation with you, it may be changed to reflect or anticipate changes in the job commensurate with the grade and job title.

The role has recently been independently evaluated in respect of responsibilities and pay range.

PERSON SPECIFICATION

JOB TITLE - Media, Communication and Engagement Officer

Criteria	Essential	Desirable
Education, qualification and professional development	A qualification in a relevant field, or deemed to be qualified by evidence of proven ability and/or experience	Evidence of participation in recent relevant continuing professional development relevant to role Other educational/professional qualifications
Experience, professional skills and knowledge	<ul style="list-style-type: none"> • Evidence of excellent written communications skills with the ability to adapt writing for different materials including press releases, brochures, articles, e-bulletins, speeches, quotes and newsletters • Experience of using social media management tools such as Smarter Queue/Hootsuite • Excellent organisational, time, management and administrative skills • Experience of organising/supporting advertising, marketing and/or promotional activity • Experience of multi-tasking and coordinating a variety of activities • Experience of creating engaging e-commerce campaigns, managing and implementing communication plans • Good IT skills including knowledge of the Microsoft Office suite and Adobe Creative Cloud • A successful track record of activity planning, scheduling and report writing • Ability to implement media plans to support Trust and school strategic objectives ensuring the Trust has a high profile locally, regionally and nationally • Knowledge of the legal frameworks applicable to publication of information 	

Personal qualities and attributes

- Very strong internal and external people liaison and communication skills
- Experience of using initiative and reaching workable solutions
- Ability to work effectively when under pressure
- Ability to work flexibly to meet changing needs
- Experience of working effectively as part of a team
- Positive can-do attitude
- Professional and approachable and personable
- Methodical and well organised with the ability to prioritise, managing multiple projects and conflicting pressures
- Ability to identify innovative workable solutions to problems
- Able to sustain output in a fast paced and pressurised environment