

JOB DESCRIPTION

POST: Trust Communication Manager

GRADE: Band F

Hours: 37 hours full time

REPORTS TO: Operations Manager

Post Summary

Lead internal and external communications across the Trust, developing and implementing effective internal and external communication structures.

Duties and responsibilities:-

- Develop and implement effective internal and external communication campaigns and strategies and monitor their success for the Trust and its Academies including:
 - Creating accurate, informative and interesting press releases, newsletters, and related marketing materials for a variety of projects
 - Writing and delivering an internal newsletter on a monthly basis
 - Writing and delivering an external newsletter for families and the wider community on a termly basis
 - Creating a marketing strategy to support Academies in the recruitment of pupils/students.
 - Creating a strategy for family and partner engagement
 - Creating and embedding an internal communication strategy using Microsoft technology and products
 - Overseeing the creation of marketing and communications material to ensure that it is consistent with the Trusts brand
- Develop and be responsible for a media strategy
- Management of all the media streams for the Trust (social media, website etc.)
- Define key performance indicators for each communications channel with clear success metrics
- Prepare detailed media activity reports with clear impact focus
- Create internal communications protocols and initiatives that foster collaboration and staff well being

- Reach out to influencers, media and beyond in order to arrange story placement on a national and global level as necessary
- Work with different stakeholders and management team to generate new ideas and strategies.
- Lead the marketing and public relations in conjunction with the CEO and COO
- Be responsible and take full ownerships of the Trust SharePoint environment for all internal communication
- Compliance of all external facing channels including website to protect the Trust branding
- Respond to communication-related issues in a timely manner.
- Work with the Operations Manager and other members of the central management team (CMT) to use communication to embed processes within the Trust.

Such other duties as may be appropriate to achieve the objectives of the post or to assist the Trust in the fulfilment of its objectives commensurate with the post holder's salary grade, abilities and aptitudes.

Any changes arising will take account of salary and status. They will also be subject to discussion and individuals or sections affected and with appropriate trade unions.

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