

JOB DESCRIPTION

Job Title: Communication and Engagement Manager

Salary: Band A (£26,999 to £31,371)

Hours of work: 37 hours per week, all year round

Base: Flexible location across the Trust base schools

Line Manager: Operations Manager

Purpose of the Role:

This role is fundamental to shaping the culture and ethos of our partnership – ensuring all schools and wider stakeholders have a clear understanding of the activity and connectivity of the Trust. This will be delivered through a host of events and activities to bring children and staff together. The role will also ensure our schools maximise the potential of the Trust offer and are clear on engagement expectations. The role is key to supporting new schools joining the Trust and in ensuring across our schools we are one team, truly connected and relentless in ensuring every day counts.

Main duties and responsibilities:

Events Coordination and Management: -

- Delivering a range of high profile events from large conferences, to recruitment activity, awards ceremonies, INSET days and opportunities for children, staff and families to come together.
- Working across the partnership with key leads to create a programme of Trust activity for each academic year.
- Ensure the partnership delivers an outstanding and consistent, cohesive offer to our schools reflecting our collective development needs.
- Ensure effective processes to communicate and enable schools to book places and fully engage with the offer.
- Provide management and coordination support to all Trust events.
- Manage and support children's events across the partnership. Coordinating partnership expertise and leaders to deliver outstanding events for children in line with the values and wider vision of the Trust.
- Bid writing and fundraising to support and enable the delivery of events and activities across the partnership.
- Manage designated budgets to deliver key activity.

Trust engagement:

- Coordinate the induction process for new schools to the partnership, and new Headteachers, to enable full engagement with and understanding of the partnership. Ensure a smooth transition into the partnership enabling understanding and engagement from day one.
- Managing the Trust Champions network to develop effective two-way communication between the central team and schools, share best practice, ensure key Trust messages are received by schools and support the strategic

input of Trust staff. Leading to a culture of togetherness, collaboration and a true sense of being part of something amazing.

- To establish Trust Champions as the staff voice, consulted and informing key development areas.
- Coordinate the annual stakeholder survey process working with the Deputy CEO.
- Ensure school leads for networks are able to access relevant communication channels.
- Lead on collating stakeholder feedback on Trust events to inform future developments.
- Producing engagement summaries to ensure school communities understand what it is to be part of the Flying High Partnership.
- Ensuring comprehensive monitoring of engagement in order that school's meet Trust expectations.
- Acting as central hub for coordinating apprenticeship activity working under the strategic direction of the Deputy CEO.

Communication and Marketing:

- Developing a sponsorship offer for key partners to generate income to enable the development of the core offer for key events across the partnership.
- To take a lead role in the development, maintenance and distribution of the monthly Trust Newsletter for schools, Trustees, parents and governors.
- Management of main trust website and social media accounts.
- Ensure a consistent partnership presence in school newsletters – increase the connectivity with parents and families.
- Develop and maintain a consistent and effective communications strategy for the central team and to all schools.
- Work with the Trust PR and Marketing Lead on press releases and communications – ensuring consistency of brand and positive promotion of the schools and Trust to all stakeholders and wider communities.

Wider partnership development:

- Creating mutually beneficial relationships and key partners to support Trust development, activities, events and business and community engagement.

Person specification – Engagement & Communications Manager		
Criteria	Essential	Desirable
Qualifications and Education		
GCSE English and Maths at Grade C or above (or equivalent)		x
To have evidence of continued professional development	x	x
Current driving licence and access to own transport	x	
Experience		
Experience of coordinating activity across a range of stakeholders and managing engagement	x	
Experience of coordinating marketing activities ensuring key messages are achieved working to the brand and vision, ethos and values of the organisation	x	
Experience of working within a busy and effective team working to agreed deadlines	x	
Experience of management of key marketing communications tools including websites, email, social media, printed materials and in person delivery		x
Experience of delivering high profile, high quality events, networks and activities – coordination of events as part of an effective team	x	
Budget management		x
Sponsorship generation and bid writing for funding		x
Skills and Abilities		
The ability to communicate complex information clearly and concisely to a range of audiences	x	
Excellent communication skills written and verbal to enable and promote effective relationships	x	
Ability to ensure deadlines are adhered to and ensure effective two-way communication and relationships with all stakeholders	x	
Able to work independently, flexibly and creatively	x	
Excellent ICT skills including use of technology to deliver high quality communications – newsletters, leaflets, brochures etc.	x	
Resilience and determination to ensure that the core values of the Trust are achieved and targets are met and exceeded	x	
Creative – full of innovative ideas for engaging content	x	
Organised – able to multi-task and work in a fast-moving environment	x	
Determined – able to overcome challenges and deliver results	x	
Knowledge		
Knowledge of marketing strategies and tools to deliver key information to a range of audiences		x