

# WHINLESS DOWN ACADEMY TRUST CEO/EXECUTIVE HEADTEACHER RECRUITMENT PACK

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# WELCOME

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Dear Applicant,

We are delighted in your interest in the post of CEO/Executive Headteacher at Whinless Down Academy Trust.

The Trust Board are looking to find a successful candidate to provide strategic leadership to the Trust on the next stage of our exciting journey. The Whinless Down Academy Trust's (WDAT) mantra is to provide excellent opportunities for local children, in local schools, run by local people.

The WDAT is a primary Multi-Academy Trust based in Dover, Kent, comprising of Vale View Primary School, Priory Fields School and St Martin's School. Our journey began on 1st August 2016 when the schools of Priory Fields and St Martin's decided that working together would improve outcomes for children within our local community. We were delighted when approached by the governing body of Vale View to join our MAT, who successfully joined on 1st January 2018.

Collaborative working is integral in our day-to-day working and the Headteachers work closely on all aspects of school improvement and staff development. This is extended throughout all staffing groups across our MAT, which ensures teaching is good and continually improving, provides a curriculum that excites, enthuses and engages all learners and offers mutual support by sharing, working together and engaging in professional dialogue.

Although our three schools are within walking distance of each other, they each have their own unique character, values and ethos, which we encourage and celebrate.

Priory Fields School  
Roll number: 365 (Pan 420)  
Pupil Premium: 57%  
Last Inspection: Good (Nov 2018)

St Martin's School  
Roll number: 197 (Pan 210)  
Pupil Premium: 21%  
Last Inspection: Good (Sept 2018)

Vale View Primary School  
Roll number: 192 (Pan 210)  
Nursery: 45 children 2-5 years  
Pupil Premium: 50%  
Last Inspection: Good (Apr 2022)

I hope this has given you a flavour of the WDAT and if you feel that you are the right person to lead our Trust on the journey to outstanding and if this has inspired you to apply, we would love to hear from you. Application guidance can be found at the end of this pack.

Alison Mackintosh  
Chair of Trust Board



# THE WHINLESS DOWN ACADEMY TRUST

Our Vision: To provide an education that inspires and prepares children for life

## OUR AIMS AND OBJECTIVES

- Retain each school's unique local identity whilst subscribing to the trust's values and vision.
- Be committed to school improvement, relentlessly striving to become outstanding.
- Ensure teaching is good and continually improving.
- Provide a curriculum that excites, enthuses and engages all learners
- Be mutually supportive, by sharing, working together, engaging in professional dialogue and ensuring CPD is maximised for all staff across the trust
- Retain our highly motivated members of staff by providing pathways for management and leadership opportunities.

## OUR TRUST VALUES



### Aspiration

By instilling high expectations and promoting a sense of ambition



### Happiness

By demonstrating compassion to all and encouraging achievement to forge success



### Courage

Preparing children to take risks and challenging themselves



### Collaboration

Being united in our educational aims and using each other's expertise to secure improvement



### Empowerment

Enabling children and adults to achieve the highest standards and allowing adults and children to think and communicate without fear.

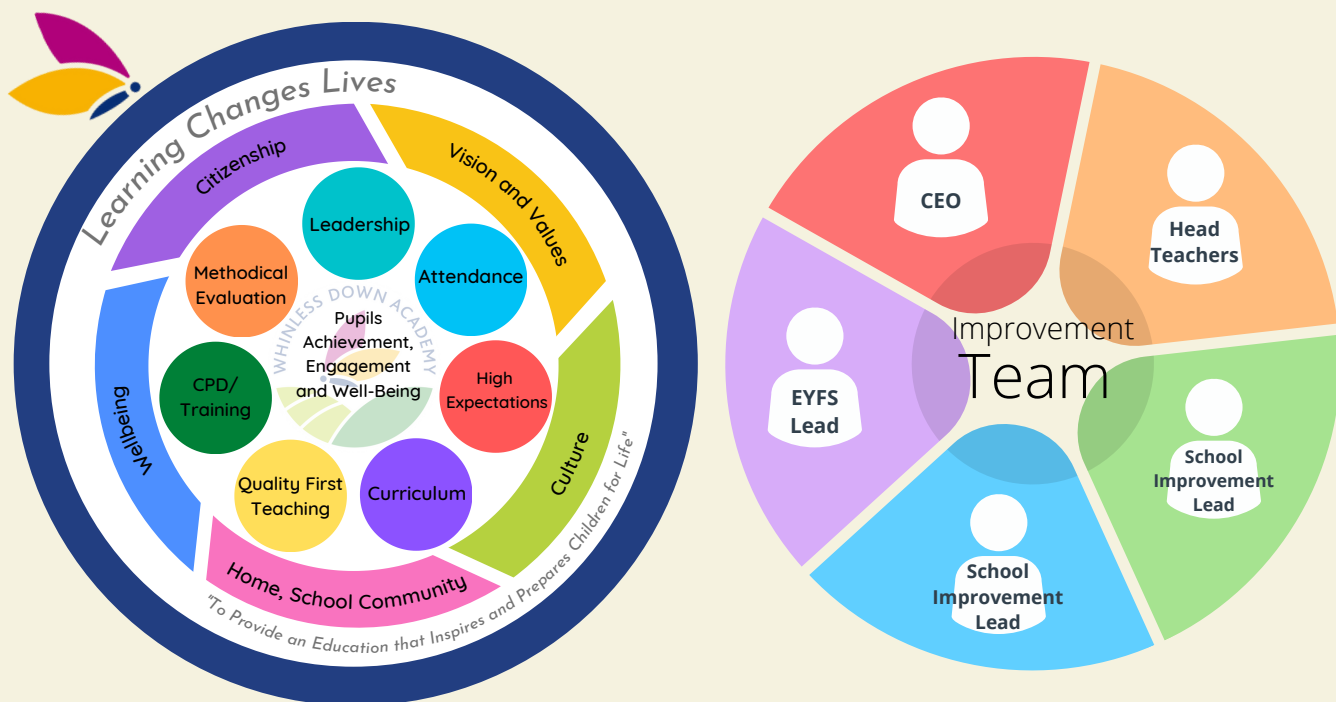


### Imagination

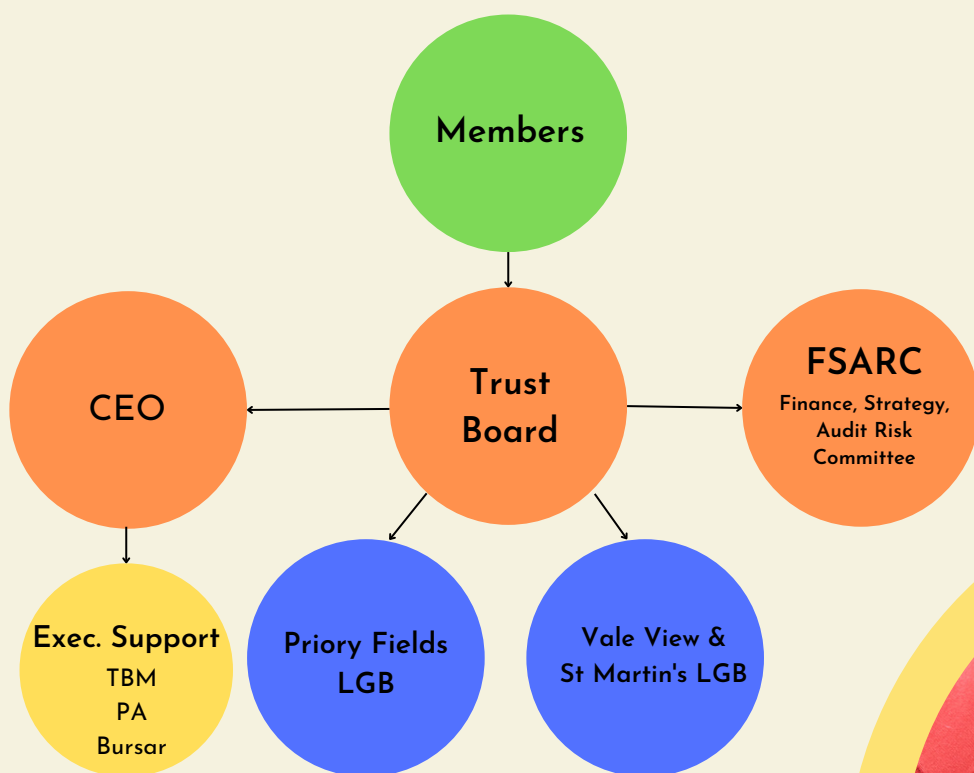
Inspiring and innovating creative thinking and thinkers and creating environments where children can soar



# TRUST IMPROVEMENT MODEL



# TRUST GOVERNANCE STRUCTURE



We hold 5 Trust Board Meetings each year, as well as 5 separate FSARC Meetings. The two LGBs hold their own meetings led by the LGB chairs/Headteachers.

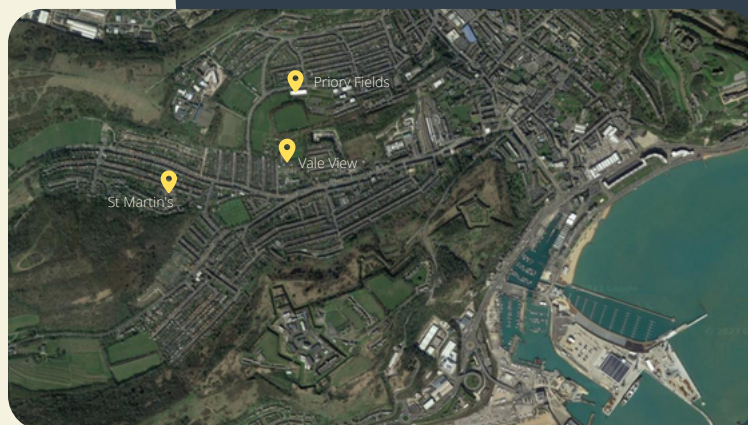
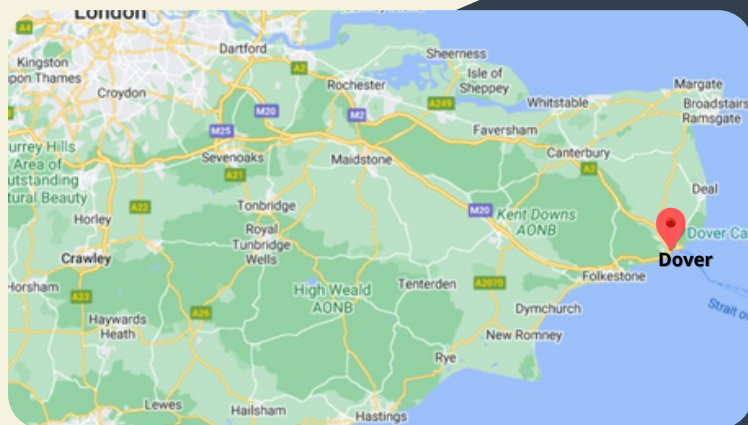


# LOCAL AREA

The Whinless Down Academy Trust is named after the nature reserve close by which provides outstanding views across Dover towards Dover Castle.

Dover is rich in history and has undergone extensive regeneration over the past several years. The town benefits from high speed links via HS1 to central London and ferry services to Calais, Dover is also easily reachable from Folkestone, Deal and Canterbury within 30 minutes.

Our three schools are within 5-10 minutes walk from one another which can be seen by the map to the right, which is extremely beneficial for collaborative working.



## WHAT WE CAN OFFER YOU

We recognise that successful people place value on a range of benefits associated with their careers. We can offer you:

- Salary of L25-L31
- Opportunities for CPD
- Strong existing partnerships and networks
- Support from an experienced Leadership Team, Trust Business Manager and Personal Assistant
- Close working collaboration between our schools
- Effective and Supportive Trustees
- Strong financial position
- A committed, friendly and supportive staff body





# JOB DESCRIPTION

**Location:** Whinless Down Academy – Dover

**Reporting to:** Trust Board and Members

**Salary:** L25-L31

## **Purpose of Position**

To uphold the vision and values of The Whinless Down Academy Trust and to lead The Trust on its journey, delivering learning that expands beyond expectations for all pupils who attend the individual schools.

The role is pivotal for the organisation for the academic strategy and standards of education, supporting the trustees in the effective education and welfare of children across our school communities and beyond.

Overseeing the day to day leadership of the senior management population by providing coaching, guidance and strategic direction to inspire the trust staff base to deliver an outstanding provision is fundamental to the role.

## **Status of the Post**

This is a strategic post within the trust's executive structure. The post holder is accountable to both members and trustees.

The CEO will be accountable to the trust board for:

- Leading and overseeing the efficient, effective and compliant management of the trust and its academies;
- Providing strong strategic leadership with a determined focus on the Trust's vision and goals;
- The performance of all academies within the trust.

The CEO is also the trust's accounting officer, responsible for:

- Ensuring the trust fulfils the statutory and regulatory responsibilities set out in the Academy Trust Handbook;
- Ensuring the responsible and appropriate use of public funds;
- Planning, implementing and monitoring the trust's internal and external financial reporting.

# JOB DESCRIPTION CONTINUED

## **Professional Responsibilities**

The CEO will be accountable for providing strategic leadership and direction for the trust and its academies towards the vision and aims set by the trust board and in line with the trust's values.

The CEO will:

- Be instrumental in supporting the Trust Board in the development and implementation of its strategy, taking responsibility for defining requirements key documents such as the long-term strategic plan, the estates and IT strategies, self-evaluation documents, and improvement plans;
- Develop and maintain effective relationships with key partners and stakeholders including the Regional Schools Commissioner, the Department for Education (DfE), the Education and Skills Funding Agency, local authorities, the wider local community and other local schools;
- Be proactive in ensuring robust and appropriate risk management for the trust and its academies working with the Trust Board and other senior leaders.
- Lead the growth and development of the trust, including due diligence and supporting converting schools;
- Maintain an outward-facing role on behalf of the trust and its academies to support future growth and development;
- Diligently uphold and deliver the strategic vision of the trust

## **Leadership and Management**

The CEO will be accountable for the management of all trust operations, both directly and through the management of the agreed organisational structure.

The CEO will:

- Facilitate continuous improvement by ensuring that the trust's organisational structures and operations continue to be fit for purpose through evaluation and review.
- Ensure that different leadership styles are utilised to secure dynamic, motivational and inspirational leadership throughout the organisation.
- Model the trust's commitment to continuous improvement and high achievement across all areas of its work;
- Provide trust-level policies are developed, implemented and reviewed to ensure the achievement of the trust's aims.
- Provide support and challenge to school leaders at all levels ensuring effective communication.
- Use review and audit tools to effectively manage the trust's resources and facilities, including overseeing major capital projects.



# JOB DESCRIPTION CONTINUED

- Ensure staff are retained, developed and trained effectively through effective CPD, succession planning and through our careers progression programme. Empowering staff by providing promotional opportunities across the trust.
- Take responsibility for guiding the trust through changes to education sector initiatives and practice, such as curriculum changes or changes to Ofsted and accountability frameworks;

## **Quality of education and pupil outcomes**

The CEO will be accountable for the quality of education and pupil outcomes across the trust, upholding high standards for academic and non-academic pupil outcomes and ensuring achievement of the trust's educational vision.

The CEO will:

- Develop and continuously review the trust's improvement processes. Through review and analysis, improvement needs will be identified and appropriately resourced solutions found to support the development of each and every Academy within the Trust.
- Ensure that strategic direction and leadership for teaching and learning across the trust is embedded into the day to day management of the schools and enable a prompt response to any sector changes or changes to DFE policy.
- Implement a robust system of target setting to provide benchmarks for evaluation, quality assurance and accountability.
- Where appropriate and beneficial provide and oversee opportunities for school-to-school support across the trust.
- Commission external support for trust and academy improvement, and assess the effectiveness and impact of the support provided.

## **Safeguarding and Compliance**

The CEO will be accountable for the trust, and its academies, meeting its legal and statutory responsibilities.

The CEO will:

- Ensure that the trust, and each school within the trust, meets its safeguarding responsibilities in line with current legislation;
- Ensure that the trust meets requirements related to health and safety and data protection;
- Ensure that the Trust complies with its Articles of Association and any Funding Agreements.

# JOB DESCRIPTION CONTINUED

- Ensure the trust meets requirements set out by Companies House, the Charity Commission, the Department for Education (DfE), and the Education and Skills Funding Agency;
- Embed trust-wide accountability and quality assurance procedures to achieve compliance;
- Act as a designated safeguarding lead (DSL) for the trust.

## **Budget Accountability Finance and Procurement**

The CEO will be accountable for the management of public funds; ensuring regularity, propriety, value for money and the sustainability of the trust.

The CEO will:

- Act as accounting officer for the trust, ensuring that it works to the standards set out in the Academy Trust Handbook;
- Work closely and support the Chief Finance Officer to establish and oversee effective financial monitoring systems, take appropriate action to address financial risks, problems and irregularities, and present trustees with accurate and timely financial reports;
- Work closely with the leaders of the individual schools ensuring good financial management is maintained.
- Develop and oversee the trust's income generation strategies, including grant applications and other fundraising;
- Oversee resource allocation and budget-setting and approval for the trust and its academies, and ensure budgetary targets are met;
- Work closely with the trust's finance lead to establish effective procurement procedures in order to achieve financial efficiencies.

# PERSON SPECIFICATION

## QUALIFICATIONS

### ESSENTIAL

- Degree and recognised teaching qualification relevant to the role.
- A record of recent and relevant continuing professional developments and accreditation

### DESIRABLE

- Post graduate educational/leadership or management qualification.
- NPQH/EL

## EXPERIENCE

### ESSENTIAL

- At least 8 years proven track record of successful senior/executive leadership in school.
- Demonstrable success in achieving rapid and sustained school improvement.
- Experience of successful working with governing bodies.
- Evidence of strategic planning and budgetary management.
- Clear understanding of the current educational landscape.
- Successful track record of human and financial resource management.
- Active engagement in research informed practice and a desire to use this within the Trust.

### DESIRABLE

- Headship/executive leadership within a Trust Environment
- Experience in leading across a range of schools.
- Experience of successful EHT/CEO or Board role in a Trust setting environment or educational setting.
- Experience of developing PR and marketing strategies.
- Experience of managing estates.
- Experience of leading a school or trust through one or more successful inspections.

## ETHOS

### ESSENTIAL

- A desire and capacity to actively promote, uphold and develop the trust mission, vision and values.
- A passion to uphold the trust ethos, to provide an education that inspires pupils and prepares them for life.
- Uphold the Trust values of being collaborative, imaginative, instill happiness, empower individuals and the collective, demonstrate both courage and aspiration.

# PERSON SPECIFICATION

## SKILLS, KNOWLEDGE AND UNDERSTANDING

### ESSENTIAL

- Comprehensive knowledge and experience of Ofsted's Schools inspection framework and processes for summary evaluations of trusts.
- Ability to communicate a vision of outstanding teaching and learning through inspiration, empowerment and coaching.
- A deep understanding of the statutory educational framework, current education issues in relation to academies, company and charity law; also knowledge of relevant policies, legislation and codes of practice across the educational landscape.
- Clear understanding and knowledge of the role of governance in an academy and trust.
- Strategic planning, monitoring and review of progress against plans in terms of standards, performance and finances, taking decisive action as necessary.
- Financial project costing and budgetary management including curriculum-led financial planning.
- Ability to advise on funding and grant opportunities for the trust.
- A deep understanding of the inclusion agenda.
- Ability to plan strategically based on use of quantitative and qualitative data, targets and bench marking.
- Committed to safeguarding and promoting the welfare of children.

### DESIRABLE

- Current driving licence and access to a vehicle.

## PERSONAL QUALITIES

### ESSENTIAL

- Belief in and commitment to the overarching values of the trust and ability to articulate the vision to a wide range of audiences.
- Highly effective and credible leader, who inspires the respect and support of others and has an open and approachable interpersonal style.
- Commitment to the highest standards in all areas of school life.
- Strong leadership skills including adaptability and communication skills.
- The ability to build a positive organisational culture, encourage reflection, delegate responsibility, build teams, strive for continuous improvements and inspire staff.
- Excellent relationship management, able to build effective working relationships at all levels, reinforcing partnerships, a strategic thinker who can establish and develop systems and processes to grow and mature in the trust.
- A team player with strong leadership and coaching skills
- Demonstrates energy, dynamism, vision and resilience
- Ability to develop a high profile and be a strong visible presence for the trust.



# APPLICATION GUIDANCE



**Deadline for application: Monday 4th March at 12pm**

**Interview dates: 19th and 20th March 2024**

**Start date: September 2024**

The safeguarding of our children is of paramount importance, and we are rigorous in our recruitment procedures. This post is subject to a satisfactory DBS check, and references will be pursued.

Please fill in your application form via Kent-Teach.

We would be happy to show you around. If you would like a tour, please contact Claudia Sawyers on:  
PA@whinlessdowntrust.co.uk  
or 01304 200350



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Astor Avenue, Dover  
CT17 0FS

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