



# Communications Co-Ordinator

## Candidate Pack

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## Letter from the Headteacher



Dear Applicant

### **Communications Co-Ordinator**

The Beacon Folkestone is a 3-19 special school for students with Profound, Severe and Complex needs. The school has approximately 409 pupils on roll who come from a wide catchment area, mainly across the South and East of the County. In April 2021, we opened a new Early Years/Key Stage 1 provision in Walmer, with exciting plans for the development of the satellite to take 248 3-19-year-old pupils.

Students at The Beacon are committed to their learning, are enthusiastic and keen to do well and have very supportive parents/carers. Attitudes to learning in lessons and around the school are very good, allowing students to make good and outstanding progress. Although we are a large special school, we pride ourselves on developing positive relationships with all stakeholders and have developed smaller zones with shared resources, heart spaces and identities which allows pupils and staff to develop an ownership and sense of belonging.

We have an engaged staff team who know and support each other well. Professional development of staff is taken seriously and a range of opportunities are offered, both internally and externally, in order to ensure we recruit, retain and develop outstanding staff for the school. We have built a strong coaching and peer support culture and all staff engage in reflective professional dialogues throughout the year through our Achieving Excellence Framework. The wellbeing of students, staff and parents/carers is paramount and the school is very proud of the various forums which contribute to improving the provision.

As part of a cooperative trust of all 26 special schools across the county, we have a strong collaborative network of support and the successful post holder will be expected to utilise these networks to develop the school's contribution to system leadership across the landscape of SEND in Kent.

The school's most recent Ofsted inspection in February 2019 graded the school as 'Outstanding', building upon the 'Outstanding' judgements achieved by the two previous schools, that merged to form The Beacon in September 2016. However, this school doesn't operate to achieve an Ofsted grading. We have a firm belief that we will continue our quest for collective excellence by supporting

our staff and trusting them to be innovative to create exciting educational opportunities whilst developing a culture of high expectations of ourselves and each other.

For more information, to arrange a call or a visit to the school, please email [hr@thebeacon.kent.sch.uk](mailto:hr@thebeacon.kent.sch.uk) or contact Katie Lonergan, HR Manager on 01303 847555.

Yours faithfully

A handwritten signature in black ink, appearing to read 'A Young', written in a cursive style.

**Ady Young**  
**Headteacher**

## About The School



The Beacon is a modern, rapidly growing all age special education needs school catering for 354 pupils, aged between 3 and 19 years, with Profound Severe and Complex learning needs.

The school is a brand new purpose built centre of excellence for learning, with outstanding facilities including hydro pool, hi-tech sensory rooms, soft play areas, state of the art PE hall, specialist subject rooms, sensory garden, grassed amphitheatre, cycle track and life skills house. The Beacon is a mixed special school with 380 pupils aged between 3 and 19.



We cater for students with profound and severe needs together with children experiencing moderate and complex learning needs arising out of a combination of needs in addition to cognition and learning. Pupils have one or more additional special needs including speech and language; social, emotional and behaviour difficulties and autistic spectrum disorders in addition to their cognition difficulties. Class sizes average 10 pupils in the primary department and 12 pupils at secondary level. Classes are supported with teaching assistants.



## Local Area



Folkestone is a port town on the English Channel, in Kent south-east England. The town lies on the southern edge of the North Downs and was an important harbour and shipping port for most of the 19th and 20th century.

The town is located at the eastern end of the M20 which provides fast access to Ashford, Maidstone, London and also to the M25. The High Speed Rail Link HS1, previously known as the Channel Tunnel Rail Link, is a commuter service from Dover that calls at Folkestone and then using the South Eastern Main Line travels through Ashford International. The services join HS1 for the journey to Ebbsfleet, Stratford and London St Pancras. The journey time via this route from Folkestone West takes as little as 52 minutes to reach London.

Folkestone enjoys views of the surrounding countryside and the coast of France, a mere 24 miles (39 km) away. The cliffs are a magnet for passing migrating birds. There are two major long distance public footpaths through the town.

Folkestone is also home to The Lees Cliff Hall which is a Theatre and Concert venue and there is a thriving Creative Quarter in the heart of Folkestone old town where you can find diverse shops, cafes and creative businesses.

## How To Apply



Applications will only be accepted from candidates completing the appropriate application form on the Kent-Teach website. All sections of the form must be completed as fully as possible. Before applying for this vacancy please ensure you have read all the relevant documents contained in this site.

Please only enclose a CV if it contains additional, relevant information that is not included on your application form. A CV will not be accepted in place of a completed application form. Please limit any additional material to two single sides of A4 paper, typed in black for photocopying purposes.

We value diversity in our workforce – fair treatment for all is vital to the quality of services to the public. Kent County Council has an **equality policy** to ensure that all groups and individuals within the community are given full opportunity to benefit from the services and jobs we provide.

If you have any difficulties uploading your application form please contact Kent-Teach on 03000 410203 or email [kent.teach@kent.gov.uk](mailto:kent.teach@kent.gov.uk). Please note that applications should not be sent directly to the school.

## **The Shortlisting and Interview Process**

After the closing date for this post a panel will conduct the shortlisting process. Whether or not you are selected for interview will be determined solely on the information provided in your application form. It is very important that the form you return to us contains the information that the selectors want and the information that you want to give us. Please ensure that you fully read the Job Description and Person Specification prior to completing your form.

If you apply for this post and are shortlisted, any discrepancies or anomalies in the information you provide, and any relevant issues arising from your references will be taken up at interview. All candidates will be notified of the result of their application after the shortlisting stage. If you are shortlisted we will write to your referees, and references will be considered at the interview stage.

All candidates who are invited to interview must bring the following original documents:

- Original document to verify right to work in the UK
- Original documents of identity that will satisfy DBS requirements
- Proof of current address
- Where appropriate any documentation evidencing change of name
- Relevant certificates or qualifications

All posts are subject to a satisfactory Disclosure and Barring Service Check, satisfactory pre-employment health clearance, receipt of two satisfactory references and verification of your entitlement to work within the UK. Please note, copies of teaching certificates or any further professional qualifications will need to be provided at interview stage. In addition, teaching roles are subject to a check against the Teacher Service Register for any teaching prohibition or restriction orders.

## Job Description

**JOB TITLE:** Communications Co-ordinator  
**SCALE:** Kent Range 7  
**RESPONSIBILITY TO:** Operations Manager

### Purpose of Role

The purpose of the role is to develop and deliver communications and marketing for our internal and external audiences, articulating our vision and values through good, effective communication across multiple channels.

The post holder will be expected at all times to promote the ethos of The Beacon as caring and welcoming and this will be reflected in their dealings with all individuals. The post holder will work with the Head of Operations to develop and deliver marketing and communication strategies across the entire spectrum of communication disciplines including: social media and public relations, internal comms, parental communication, branding, marketing, advertising, digital displays and production of materials.

### RESPONSIBILITIES AND DUTIES

- Compose lively and engaging posts for social media and internal boards / televisions
- Promote The Beacon to the wider public and community to improve awareness, communication and recruitment.
- Ensure the visions and values of the School are presented effectively to all stakeholders.
- Develop links and partnerships with businesses and community contacts.
- Drive clarity in brand identity for the Beacon School and all satellite provisions
- QA letters and publications to external stakeholder and parents
- Be aware and adhere to the school code of conduct, confidentiality, and GDPR.
- Ensure parents are kept up to date with activities of the School and deepen their connection with the School as a result.
- Ensure correct and consistent branding of the school across all platforms.
- Design a framework and strategy for regular posts to boost online engagement.
- Liaise with staff to identify opportunities for engaging news stories that are appropriate for promotion via our website and social media channels.
- Design and manage the production of electronic and hard copy newsletters.
- Maintain an image library for general school use
- Improve the quality and effectiveness of communication mechanisms, ensuring that the School's aims and key messages are communicated, whilst providing every opportunity for feedback.
- Provide guidelines and templates to staff for creating publications, e.g. Parent letters
- Keep abreast of innovations in marketing & communications and recommend appropriate enhancements
- Manage the School Website and update with calendar changes, important messages and engaging content, including news, sport, events, videos and photographs
- Ensure all content is accurate, timely, regular and consistent
- Serve as the primary point of contact for writing, editing, website, social media and graphic design for teachers and support staff.

- Create promotional signage for school events, as needed
- Engage with stakeholders and handle difficult and sensitive enquiries
- Support Head of Operations/Operations Manager in considering continuous improvement initiatives for delivery of communications.
- Any other duties, deemed appropriate by Operations Manager.

## PERSON SPECIFICATION: Communications Co-ordinator

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted. Applicants should describe in their application how they meet these criteria.

	Desired	Essential
<b>KNOWLEDGE/QUALIFICATIONS</b>		
At least English and Maths GCSE (A-C) level or equivalent		*
Relevant Level 3 qualification or above		*
Evidence of continuing professional development	*	
<b>EXPERIENCE AND KNOWLEDGE</b>		
Previous experience in a communications role		*
Working in a school environment	*	
Running social media accounts for organisations / businesses	*	
Creating internal and external publications		*
Working with web design packages (editing and building)	*	
Working with all Microsoft packages and Sharepoint		*
Proven experience of working in a team and contributing to a team's success		*
Portfolio or evidence of previous creative / marketing projects	*	
<b>SKILLS AND ABILITIES</b>		
Ability to develop and maintain excellent relationships with a wide range of people including, other staff members, Governors, parents and pupils, contractors and other external contacts		*
Ability to create professional and accessible publications	*	
Ability to respond to question and challenge on communication-related and other issues		*
Resilience in prioritising own workload and successfully managing the work of others in a high pressured environment		*
Excellent verbal and written communication and presentation		*
Attention to detail		*
Ability to show sensitivity and objectivity and handle confidential information with discretion		*
Commitment to promoting the ethos and values of the school and getting the best outcomes for all pupils		*
Understanding of leadership principles and the ability to lead others effectively by establishing professional working relationships		*

Honest, reliable, resourceful, methodical and accurate		*
Open-minded and receptive to new ideas, approaches and challenges		*
Prioritise and manage own time effectively		*
Work under pressure and to deadlines		*
Achieve challenging professional goals		*
Take responsibility for their own professional development		*