



Vacancy Pack
Marketing and Communications Assistant
(Temporary)



Aletheia

Anglican Academies
Trust



A photograph of two children from behind, looking out over a green lawn and trees. The child on the left has long brown hair, and the child on the right has blonde hair. In the background, a wooden play structure is visible. A dark teal box with a white border is overlaid on the bottom half of the image, containing a list of topics in white text.

Our Vision
Our Schools
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Our vision

Aletheia schools welcome those of all faiths and none and are proud of the inclusive nature and diversity of each cohort. Aletheia schools are motivated by Christian values to serve our communities by improving the life chances of local children. Our schools seek to embody the experience of community, where gifts are shared, where the emphasis is on what can be contributed and where each is given according to need. At the heart of the Aletheia vision are the belief in educational excellence and the belief that Aletheia is called to serve pupils, staff, parents and the local community by providing places where children and young people develop and thrive intellectually, socially, culturally and spiritually.

AAAT will deliver its vision by:

- Developing a Trust for all ages /phases of education, with member schools working in partnership and learning from each other.
- Promoting an ethos based on a belief in the value and potential of every student to achieve excellence academically and in their wider studies and become fully the best person they can be.
- Pursuing educational excellence, so that outcomes for all learners are as good as they can be.
- Creating strong leadership at all levels that impacts effectively on academy performance.
- Providing a sustainable model to support a self-improving school system.

Our Schools



Saint George's Church of England School

Number of pupils: 1146

[Click here for the Saint George's school website](#)



Shorne Church of England Primary School

Number of pupils: 210

[Click here for the Shorne school website](#)



St Botolph's Church of England School

Number of pupils: 449

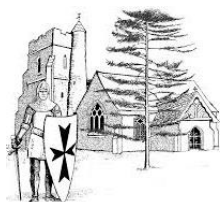
[Click here for the St Botolph's school website](#)



Stone St Mary's Church of England Primary School

Number of pupils: 635

[Click here for the Stone St Mary's school website](#)



Sutton-At-Hone Church of England Primary School

Number of pupils: 409

[Click here for the Sutton-At-Hone school website](#)



Horton Kirby Church of England Primary School

Number of pupils: 264

[Click here for the Horton Kirby school website](#)



Rosherville Church of England Primary School

Number of pupils: 143

[Click here for the Rosherville school website](#)



Holy Trinity Church of England (VA) Primary School

Number of pupils: 488

[Click here for the Holy Trinity school website](#)



Cliffe Woods Primary School

Number of pupils: 392

[Click here for the Cliffe Primary school website](#)



Halling Primary School

Number of pupils: 344

[Click here for the Halling Primary school website](#)

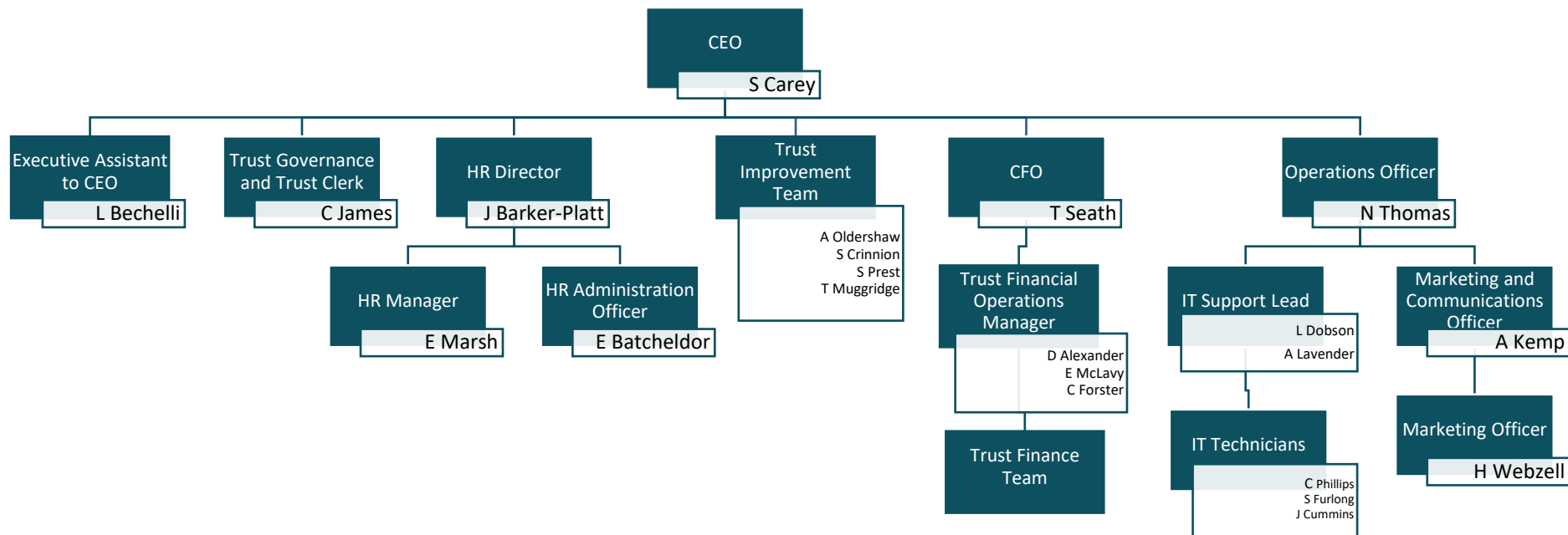


Sedley's Church of England Primary School

Number of pupils: 94

[Click here for the Sedley's Primary school website](#)

Our Team



Job Description

MARKETING & COMMUNICATIONS ASSISTANT (Temporary)

Responsible to: Marketing and Communications Officer

Location: Saint George's CE School (Trust wide)

Role description: To deliver effective messages on behalf of the Aletheia Academies Trust and member academies across digital channels (including social media, websites and email).

Day to day accountabilities

- Manage the day to day running of Trust and academy social media accounts and interact with social media users, etc. by uploading/creating content.
- Ensure a sustained engagement with stakeholders via social media channels.
- Ensure that Trust website content is regularly updated, that websites are maintained, and, where necessary, developed.
- Ensure Trust wide marketing and communication activities are consistent and accurately reflect the Trust's values, vision and mission.
- Share details of Trust recruitment vacancies via website and social media channels and send a weekly bulletin to staff.
- Support with the production of Trust newsletters.
- Cover and report on Trust events, activities and prepare news stories for publication.
- Collate information for promotional literature.
- Working with the Marketing & Communications Officer and outside professionals; where necessary, support with the design and production of printed and promotional marketing materials.
- Provide support for events and exhibitions as required (including occasional out-of-hours events)
- Work in accordance with the Trust-wide digital marketing and communications strategy.
- Support with photography and videography, when required.

General responsibilities

- Build and maintain good working relationships with all Trust colleagues
- Assist as necessary in other Trust areas at peak times
- Work at all times towards the aims and goals of the Trust and any individual objectives/targets you may have agreed
- Act in accordance with GDPR and Data Protection Policy at all times
- Adhere at all times to Trust policies and procedures
- Take responsibility for own Health and Safety

This role profile is not necessarily comprehensive, and the position holder will be required to carry out such other duties as may be reasonably required within the general scope of the post.

Aletheia Anglican Academies Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and governors to share this commitment. All successful candidates will be subject to an enhanced DBS check along with other relevant employment checks, including overseas criminal background checks where applicable. Our policy statement on the recruitment of ex-offenders can be found on our website. All new employees, volunteers and governors will be required to undertake safeguarding training on induction which will be regularly updated in line with statutory guidance.

Person Specification

Person Specification – Marketing and communications assistant	Essential (E) or Desirable (D)
Knowledge & Experience	
High quality written communication skills, ability to write copy and proofread effectively	E
Good understanding of social media platforms and website content formats	E
Ability to manage social media accounts within a professional setting	E
Exposure to working on news articles and press releases	D
Evidence of relationship management skills within a professional setting	D
Knowledge and expertise in digital marketing and communications	E
Managing social media advertising accounts	E
Skills in editing Wordpress websites	E
Basic understanding of photography/videography	D
Skills and aptitudes	
A professional interest in marketing and communications	E
Strong interpersonal communications	E
Professional attitude to colleagues, students, parents and the working environment	E
Flexible and willing to help with various activities	E
Able to work without close supervision and enjoy working on own initiative	E
Able to work effectively with other colleagues	E
Personal qualities	
Enthusiastic, adaptable and passionate about learning	E
Attention to detail and strong organizational skills	E
To show an interest in the ethos, mission and values of the Trust and demonstrate this in all work activities.	E

Application Process

Marketing and Communications Assistant (Temporary)

Term time only - Full time/ Part time considered

Kent Range 5

Start date March/April (to be confirmed)

An exciting opportunity has arisen for a Marketing and Communications Assistant to join on a temporary contract due to a member of the Marketing team going on Maternity leave.

Reporting to the Marketing and Communications Officer, you will deliver effective messages on behalf of the trust across digital channels including social media, websites, print and email, finding innovative ways to improve audience engagement and raise the profile of the Trust.

We would love to hear from you if you:

- want to work in a supportive and caring environment
- are committed to enabling every student to achieve the very best they can
- are an ambitious professional

Please download an application pack below or at

<https://www.aletheiaacademies-trust.org.uk/join-aletheia-academies-trust/vacancies> and return your application by email to hr@aletheiaacademies-trust.org.uk

- **Closing Date: 8am 20 February 2023**
- **Interview Date: 28 February 2023**

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The Trust's Child Protection Policy can be viewed at <https://aaat.org.uk/about/policies/>
The Trust's Policy Statement on the Recruitment of Ex-Offenders can be viewed at <https://aaat.org.uk/recruitment/>