

# Trust Executive Officer

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|-------------------------|--------------------------------------------------|
| <b>Responsible to:</b>  | Associate Assistant Principals                   |
| <b>Responsible for:</b> | Trust Executive Assistants & BA Associates       |
| <b>Salary grade:</b>    | Band D                                           |
| <b>Hours / Weeks:</b>   | 37 hours per week / Term time only, plus 2 weeks |
| <b>Job family:</b>      | Business Services                                |

## Purpose and Vision

The primary focus of the role is fostering partnerships with key external stakeholders, particularly our sponsor The University of Kent, local primary schools and universities. The post-holder will work extensively with the Associate Assistant Principals for Partnership & Outreach across the Trust. They are responsible for developing and overseeing the Trust's marketing and social media strategy to elevate the profile and reputation of UKAT. This individual oversees and directs administrative tasks related to marketing, Duke of Edinburgh Award (DofE) administration, website management, events coordination, and general administrative support. This role demands a proactive and strategic approach to partnership development, combined with strong leadership and administrative skills. Trust Executive Officer will play a crucial role in driving collaboration, enhancing UKAT's reputation, and advancing its mission.

## Key responsibilities

### Partnership Development:

- In conjunction with the Associate Assistant Principals for Partnerships & Outreach, develop and nurture partnerships with external stakeholders including The University of Kent, local primary schools and universities to enhance UKAT's reputation and visibility.
- Collaborate with key stakeholders to identify partnership opportunities aligned with organisational goals.
- Assist the Associate Assistant Principals for Partnership and Outreach to negotiate and formalise agreements with partners, ensuring mutually beneficial outcomes.
- Monitor partnership performance and evaluate effectiveness, adjusting as necessary.

### Administrative Oversight:

- Provide guidance and direction to administrative staff in their respective areas of responsibility.
- Ensure seamless execution of administrative tasks related to marketing, DofE administration, Enrichment Programme administration, website management, events coordination, and general support.
- Foster a collaborative and supportive work environment, promoting professional development and growth opportunities for team members.

### Marketing & Social Media Strategy:

- Spearhead the development and implementation of marketing strategies and campaigns to promote UKAT's initiatives and activities.
- Oversee the creation of engaging content for social media platforms, ensuring alignment with brand guidelines and organisational objectives.
- Monitor social media channels for engagement, feedback, and opportunities for improvement.

### Enrichment Programme Development:

- In conjunction with the Associate Assistant Principals for Partnerships & Outreach develop enrichment programmes for students.
- Lead on the planning and execution of enrichment programmes ensuring that it is highly effective in engaging a full range of student needs, shaping their interests and building skills that transpose to academic success.
- Support the Associate Assistant Principal for Partnerships & Outreach to evaluate the impact and success of the enrichment programme.

### **Partnership Events Coordination:**

- Lead the planning and execution of partnership events, workshops, and conferences to facilitate networking and collaboration.
- Coordinate logistics including venue selection, catering, equipment setup, and promotional materials.
- Ensure events are aligned with organisational objectives and deliver value to participants.

### **Relationship Management:**

- Serve as the primary point of contact for partner organisations, fostering positive and productive relationships.
- Regularly communicate with partners to assess needs, address concerns, and identify opportunities for collaboration.
- Act as a liaison between internal teams and external partners to facilitate communication and collaboration.

### **Organisational Citizenship**

- To proactively participate in the whole staff performance management process.
- Display civic virtue and act as a role model for all stakeholders.
- To maintain an awareness of how your own role contributes to the organisational objectives and vision
- To always adhere to professional and staff codes of conduct.
- As an employee to comply with the duty, under the Health & Safety at Work Act of 1974 and other relevant legislation, to take reasonable care when carrying out work duties and other activities, to avoid injury to oneself or to others, and to co-operate with the employer and others in meeting statutory requirements.
- All staff are responsible for safeguarding the protection of students within their individual role. UKAT employees will therefore ensure complete commitment and compliance with safeguarding policies, procedures and training, and will promote the welfare of children and young people.

## Skills & Attributes

At UKAT the job skills and attributes listed for each job role serve a dual purpose. They may be used for shortlisting and/or selection activities for candidates but may also be used by existing employees to target their development needs if aspiring to a new role.

Existing employees may access additional information via UKAT Unique People.

| Attribute        | Critical                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Desirable                                                                                                                                                                                                                                                                                    |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Education        | <p>Level 5 qualification such as, but not restricted to</p> <ul style="list-style-type: none"> <li>Bachelor's Degree in relevant field, such as Business, Marketing, Communications, Public Relations or similar</li> </ul> <p><i>Whilst this is critical requirement, candidates without formal qualifications, but with sufficient experience may be considered</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>Postgraduate degree</li> </ul>                                                                                                                                                                                                                        |
| Experience       | <ul style="list-style-type: none"> <li>Prior experience in partnership development, community outreach or stakeholder engagement</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>Experience working in a similar role within the education sector, non-profit or corporate setting</li> </ul>                                                                                                                                          |
| Technical skills | <ul style="list-style-type: none"> <li>Proficient in marketing strategies, social media management and content creation.</li> <li>Proficient use of web analytics tools (e.g. Google Analytics) and SEO optimising</li> <li>Advanced user of Microsoft Office suite</li> <li>Knowledge of platforms such as Mailchimp for creating and analysing email campaigns</li> <li>Proficient user of graphic design tools such as photoshop or Canva</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>Proficiency in using video editing tools such as Adobe Premier Pro</li> <li>Knowledge of systems such as Microsoft Access for maintaining organised databases</li> <li>Basic skills for resolving minor IT issues related to digital tools</li> </ul> |
| Power skills     | <ul style="list-style-type: none"> <li>Consistently maintains a high level of detail across various tasks with minimal supervision</li> <li>Deals effectively with challenging situations, goes above and beyond to ensure customer satisfaction</li> <li>Makes informed decisions within delegated authority, implements solutions effectively</li> <li>Handles change effectively, adjusts strategies and plans quickly, embraces new methods and technologies</li> <li>Ensures team meets deadlines, monitors progress, adjusts resources as needed</li> <li>Analyses data to inform strategies, develops metrics for success measurement</li> <li>Organizes team effectively, delegates tasks efficiently, sets clear goals and objectives</li> <li>Implements policies and procedures effectively, ensures compliance across team</li> <li>Produces clear, concise documents, ensures accuracy and compliance with standards</li> <li>Possesses advanced technical skills, capable of training others and troubleshooting</li> </ul> |                                                                                                                                                                                                                                                                                              |