



# **Digital Marketing & Social Media Creator**

**Candidate Application Pack**

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## Welcome from our Chief Executive Officer

Thank you for your interest in the role of Digital Marketing & Social Media Creator with the Beyond Schools Trust.

We are an ambitious organisation of 10 schools, serving the educational needs of nearly 7,000 children and young people aged 3 to 19.

Our academies are based in a tight geographical area drawing students and employees from Kent and Medway in the South East of England.

We employ around 900 people in a range of roles designed to support children to be successful when they leave the Trust. We also rely on the time and commitment of over 100 volunteer Trustees and Governors, who share our ambitions for our schools and our students. These are expressed in our vision, our mission, and our values.

We have a strong belief in the value of lifelong learning and in our strategic plan, we set out to develop a Trust that fully prepares children, so they have the skills, knowledge, values and character to be successful in the world beyond our doors. We also believe that our greatest asset as an organisation, is our people, and we are privileged to be involved with such courageous, committed and child-centred employees. Everything we do is aimed at providing our staff with the resources and leadership to achieve their best. We believe that a supported and motivated staff create the best environment and the best opportunities for students to achieve their full potential.

Welcome to Beyond.

Andrew Minchin  
Chief Executive Officer



# About the Beyond Schools Trust

## Our vision is simple:

To be the most respected family of schools - trusted to provide the highest quality of educational experiences in our communities.

We believe that by working together, rather than in isolation, we can accelerate school improvement and embed our vision in our academies. In working and collaborating towards our common strategic objectives, we can create more opportunities for lifelong success for our students.

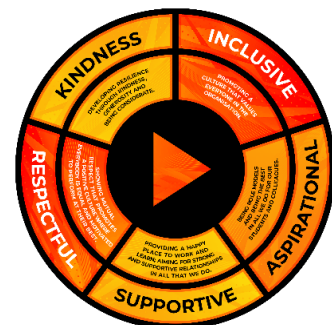
The fundamental philosophy behind the Beyond Schools Trust's vision and strategic plan is all about thinking beyond the present day; looking at what is right for our students and staff both now and in the longer term.

Put simply we strive to:

- Develop and retain the best employees that know how to provide the best educational experience
- Support, motivate and reward our employees to go above and beyond for our students
- Be responsive to our students' and employees' needs so they are prepared for a rapidly changing world.

## Our Values

Everyone in our Trust has a part to play in bringing the ethos and culture of our values alive. We are committed to ensuring everyone knows why we should value each other and how we should value each other, so we can create a community where we all aspire to succeed. Our values are not the static states of play but things we are always striving to develop and uphold as part of our culture.



## Our Mission

To provide opportunities for everybody to be the best they can be.

We want every one of our students, teachers, or Governors to be the best that can be.  
We will work tirelessly to support them to reach their potential.



**Beyond Schools Trust, Fort Pitt Grammar School, Fort Pitt Hill, Chatham, Kent ME4 6TJ**



**01634 888115**



[www.beyondschoools.co.uk](http://www.beyondschoools.co.uk)



[hello@beyondschoools.co.uk](mailto:hello@beyondschoools.co.uk)

## Our Schools

Our Trust currently consists of 10 schools based in the Medway and Kent area (5 Secondaries, 5 Primaries) educating approximately 7000 students and employing over 900 staff. Being in a tight geographical area means we know our area well and means we are aware of, and work tirelessly in a co-operative manner, to both minimise the pressures and strains that local children experience and maximise the potential they all have for great success. Collaboration through our ethos of 'One Vision, One Trust, One Family of School Inspiring Outstanding Learning' is crucial to our success.

Each part of the Trust works collaboratively in sharing ideas and best practice and in generating new opportunities for staff and students. New technologies enable this collaboration to work effectively with schools further from afield.





## About Teach in Kent

Teach In Kent is a large teacher training partnership within the Beyond Schools Trust, with over 150 schools working together to create the next generation of outstanding teachers. The Teach in Kent management team support each other to ensure our current cohort of 130 trainees develop their teaching skills to achieve Qualified Teacher Status. Our next cohort is estimated at over 200 trainees.

Teach in Kent offers a classroom-based training route in partnership with the Tes Institute, who have a reputation for innovative online learning materials which offer great flexibility for your learning. Our blended learning programme combines school-based training, online learning sessions, experienced subject specialists as mentors and high quality professional studies training sessions

Our partnership of over 150 schools offers a range of contexts at both secondary and primary level. We want our trainees to gain experience in different school settings to ensure they are well prepared for their future career in teaching.



# Job Description – Digital Marketing & Social Media Creator

<b>Reporting to:</b>	Director Teach in Kent
<b>Salary:</b>	Trust Salary Scale Point 06-19
<b>Location:</b>	Primarily working from home, with meetings at Head Office at Fort Pitt Grammar School or other Trust Schools and travel to other schools in the partnership when required

## Job Purpose:

To lead and execute our partnership's social media strategy. This role is responsible for increasing brand awareness, driving engagement, and enhancing the online presence of Teach in Kent through compelling and strategic content across our website and key social media platforms. You will collaborate with design, content, and deliver consistent, on-brand messaging.

## Duties & Responsibilities

### Social Strategy & Execution

- Develop and implement social media strategies aligned with TiK's goals and brand voice.

### Content Management

- Manage the social content calendar across platforms (Instagram, TikTok, Facebook, etc.).
- Manage and schedule posts ensuring timely and consistent content delivery.

### Content Creation & Editing

- Collaborate with the wider team to produce high-quality graphics, videos, and written content that aligns with TiK's brand voice.
- Edit video content to create engaging content for across our social media platforms.

### Community Engagement

- Build and engage with online communities, responding to comments and messages and fostering brand loyalty.

### Analytics & Reporting

- Develop Track performance metrics, analyse engagement trends, and provide monthly reports with actionable insights.

### Influencer & Partner Collaboration

- Identify and manage influencer collaborations, ambassadors, and local content.

### Innovation

- Stay updated on social trends and tools to ensure TiK remains a leader in digital content innovation.

### Staff Development

- To participate in appropriate and targeted In-Service Training and attend meetings where possible
- To continue personal development as agreed at appraisal
- To engage actively in the performance review process
- To address appraisal targets set by the line manager each Autumn Term

### Other Specific Duties

- To undertake any other duty as requested by the Head Teacher if not mentioned in the above
- To play a full part in the life of the school community, to support its distinctive aim and ethos and to encourage staff and students to follow this example
- To comply with the School's Health and Safety policy and undertake risk assessments as appropriate
- To adhere to the School's Dress Code – smart/professional
- To ensure confidentiality and comply with Data Protection Regulations
- To comply with Trust policies and procedures

### Generic duties relevant to all members of staff

It is expected that all staff work collaboratively as members of the Trust to share good practice, resources, and ideas and realise the Trust's visions and aims. All staff should act with professional integrity at all times, following the "Code of Conduct".

### Equality and Inclusion

The Trust is dedicated to creating an environment free of bullying, harassment, victimization, and unlawful discrimination, promoting dignity and respect for all, and where individual differences and the contributions of ALL staff are recognised and valued. It is therefore the responsibility of staff to conduct themselves to help the Trust provide equal opportunities in employment, and prevent bullying, harassment, victimisation, and unlawful discrimination. All staff, as well as the Trust, can be held liable for acts of bullying, harassment, victimisation, and unlawful discrimination, in the course of their employment, against colleagues/staff, pupils, contractors, stakeholders and members of the public.

### Safeguarding

Beyond Schools Trust is committed to safeguarding and promoting the welfare of children and young people and all staff must ensure that the highest priority is given to following the guidance and regulations put in place. All staff are to have due regard for safeguarding and promoting the welfare of children and young people and to follow the child protection procedures as set out by Beyond Schools Trust. Any safeguarding or child protection issues must be acted upon immediately by informing the Designated Safeguarding Lead at the site where you are located.

### ICT

All staff will be expected to utilise ICT and to improve communication and reduce paper use where possible. Security procedures must be followed when using ICT systems and particular care and attention should be taken with any communications that may result in a breach of GDPR.



All staff are expected to follow (and ensure students follow) the procedures as laid out in the Trust's Acceptable Use Policy. Staff are also expected to ensure that they follow Trust policies with regard to professional conduct when using ICT systems or Trust ICT equipment.

### Health and Safety

Employees are required to work in compliance with the Trust's Health & Safety Policies and under the Health and Safety at Work Act 1974 (as amended), ensuring the safety of all parties they come into contact with, such as members of the public, in premises or sites controlled by the Trust.

In order to ensure compliance, procedures should be observed at all times under the provision of safe systems of work through safe and health environments, including information, training, and supervision necessary to accomplish those goals.

### Teaching and Learning

This is our core business and therefore it is an absolute priority. Although this role is not a direct teaching role, you are expected to support all teaching staff, irrespective of seniority, to ensure they concentrate on the core business. This may mean undertaking tasks outside of your area of responsibility where required.

**This job description forms part of the contract of employment of the person appointed to the post. The duties, responsibilities and accountabilities highlighted in this job description are indicative and may vary over time at the discretion of the Trust and the Director of Human Resources. This job description will be reviewed annually and is an integral part of the Appraisal and line management process.**

## Person Specification - Digital Marketing & Social Media Creator

Qualifications and Experience	Essential	Desirable
Graduate Level Qualification in Marketing or/and Digital Media		X
2 years of experience working in relevant roles		X
Qualifications demonstrating a good command of English and Maths (GCSE or above)	X	
Experience in using analytics tools to drive strategy		X
Skills and abilities		
Proficiency in a range of current digital content creation software.	X	
High level organisational skills, willingness, and ability to manage multiple projects in a fast paced, deadline driven environment.	X	
Keen attention to detail.	X	
Strong writing, editing, and communication skills.	X	
Ability to create, compose, and edit written and electronic materials	X	
Creative thinker with a passion for digital storytelling.	X	
Ability to work in a team with a solutions focused mind set.	X	
Knowledge		
Excellent knowledge of major platforms and social content formats.	X	
Knowledge of maximising the impact of paid online marketing.		X

**Beyond Schools Trust** is committed to safeguarding and protecting the welfare of children and young people as its number one priority. The commitment to robust recruitment, selection and induction procedures extends to organisations and services linked to the Trust.

This post is subject to an Enhanced DBS Disclosure, Children's Barred List and where applicable Disqualification under the Childcare Act check.

## Summary of Terms & Conditions

<b>Start date:</b>	September 2025
<b>Contract Type:</b>	Full-Time, Permanent
<b>Place of Work:</b>	Primary working from home, with meetings at Head Office at Fort Pitt Grammar School or other Trust Schools and travel to other schools in the partnership when required
<b>Hours &amp; days of work:</b>	37 hours per week, Mon-Friday, term-time plus one week. Monday-Thursday 08:30-16:30 Friday 08:30 – 16:00 - includes a 30-minute unpaid lunch break.
<b>Salary:</b>	Trust Salary Scale, Point 06-19 (£25,183 - £31,067 FTE) Actual Salary Between £21,660 - £26,721
<b>Holiday:</b>	Entitlement of <b>26</b> days annual leave rising to <b>30</b> days after five years of service – this, together with bank holidays is included in your annual salary as no entitlement to take holiday on a term time only contract
<b>Induction Period:</b>	This post has a 6-month induction period.
<b>Pension:</b>	Membership of the Local Government Pension for support staff
<b>Notice period:</b>	One month to be worked during term-time
<b>Car insurance:</b>	Trust employees who use their private vehicles in the course of their duties must be covered with their insurers to cover business liability

## Benefits

### Care First

Access to **Care First** Employee Assistance Programme. Care First provides independent and professional employee support services from qualified counsellors and information specialists designed to help you with a wide range of work, family and personal issues.

### Benenden Healthcare:

Non- contributory membership of Benenden Healthcare Scheme, which includes immediate family access to 24/7 GP service.

### Continuing Professional Development

A comprehensive induction programme for all staff with a commitment to continuing professional opportunities across the Trust.

We invest in our staff by encouraging continuing professional development and enabling opportunities for career progression. An example is that staff have access to collaborative coaching across the Trust. Feedback from staff (May 2023) includes the following:

*"It has been brilliant to speak to people who are in a similar position and have similar expectations in regard to the whole educational environment"*

*"The time to speak to our colleagues across the Trust and to go on this journey together has been welcomed".*

*"I have learned so much during these workshops and I am extremely grateful for them"*

*"Learning the skills to become an effective leader for when I become a middle leader"*

*"I feel more confident in my people skills and how I motivate and converse with my team in order to achieve our shared goals".*

### Staff Wellbeing:

Whole Trust approach to well-being.

### Pension Scheme:

Support staff with a contract of more than 3 months will be automatically enrolled in the **Local Government Pension**. Contribution bandings are based on actual salary. Contribution rates from 1<sup>st</sup> April 2024 are as follows:

Annual Salary Rate	Member Contribution Rate
Up to £17,800	5.5%
£17,801 to £28,000	5.8%
£28,001 to £45,600	6.5%
£45,601 to £57,700	6.8%
£57,701 to £81,000	8.5%
£81,001 to £114,800	9.9%
£114,801 to £135,300	10.5%
£135,301 to £203,000	11.4%
£203,001 or more	12.5%



<b>Other Benefits:</b>	Two-week, half-term break in October
<b>Employee Referral Scheme:</b>	Up to £500 payable for a new employee referral across the Trust
<b>Family Friendly Policies:</b>	The Trust offers generous family friendly policies including maternity, paternity, shared parental leave and adoption.
<b>Cycle Scheme:</b>	The Trust is a member of the Cycle to Work Scheme.
<b>Car Parking:</b>	Free onsite parking (we are in a ULEZ free zone)
<b>Catering:</b>	On site catering at affordable prices
<b>Employee Discounts</b>	20% discount off membership for Avenue Tennis
<b>Schemes:</b>	<p><a href="#"><u>Medway Gym &amp; Fitness Centre   Avenue Tennis</u></a></p> <p>Access to Civil Service Sports Council, by becoming a member you start enjoying thousands of exclusive discounts, including free, unlimited, year-round family entry to English Heritage and Kew Gardens, a Tastecard and many more discounts.</p> <p>Free annual subscription to Headspace.</p>

# The Recruitment Process

**Closing date:** Thursday 10 July 2025 at 09:00am

**Interview date:** Wednesday 16 July 2025

***We reserve the right to bring forward the closing date and/or interview date where interest and applications received are high, therefore we encourage early applications.***

To apply please complete an application form which can be found on The Trust's careers page [Our Vacancies | Beyond Schools Trust](#)

If you wish to discuss the role, please contact **Dan Wise** via email at [dan@teachinkent.co.uk](mailto:dan@teachinkent.co.uk)

**The application form:** Please complete the application form as fully as possible. Gaps in employment do need to be explained, therefore please provide as much information as possible. For example, if you undertook a gap year or had a period of unemployment, please state this. You will be unable to submit your application if there are any gaps.

All applications will be acknowledged, and you will be contacted thereafter of next steps.

**Right to work in the UK:** Unfortunately, if you do not have right to work in the UK, we are unable to process your application. If you are invited to attend an interview, you will be asked to produce original and up-to-date documentary evidence of your right to work in the UK.

**Safeguarding:** Safeguarding is our highest priority; therefore, pre-employment checks will be undertaken prior to a successful candidate joining. This includes references from current or most recent employer, an enhanced DBS with children's barred list check, and original certificates of qualifications will also need to be provided. It is an offence to apply for a role if you are barred from engaging in regulated activity relevant to children. If you are shortlisted for interview, you will be required to complete a self-disclosure form this will be sent with your invite to interview and must be completed, signed, and returned prior to interview. The Trust will also undertake an online search as part of its safeguarding duties at offer stage.

The schools safeguarding Policy can be found [here](#)

**CV:** We do not wish to see your CV so please do not include it.

**Supporting Statement:**

Your supporting statement is important and will be the basis of our shortlisting and progressing your application, therefore you need to ensure you answer the following as concisely as possible:

- Why you believe you are a strong candidate for the position.
- Set out impact you have made in your current/previous positions.
- Make reference to the job description and person specification to set out how you meet the criteria.

**Additional skills:**

Aside from your professional skills relevant to the role you are applying for we are interested in you as an individual, therefore do share with us any additional skills, hobbies, and abilities that you would like us to know about

**References:**

Do provide referee details as outlined, please ensure you indicate whether references can be taken up before interview.

**Equal opportunities monitoring:**

This will be kept separate from your application and used only for monitoring purposes by the HR department

**Special arrangements:**

Please do set out in the application form any special arrangements we should try to make if you are invited to interview.

**Retention of Personal Information:**

Any information supplied by an unsuccessful candidate will be destroyed six months after date of shortlisting.

Any data about you will be held securely with access restricted to those involved in dealing with your application in the selection process. By signing and submitting your application form, you are giving consent to the processing of your data.

Our Privacy policy is available [here](#)

**Equality and Diversity:**

We recognise the benefits of a diverse workforce. We are committed to eradication of discrimination in the workplace, becoming an employer of choice, for all staff to believe that they have a voice and be empowered to make a difference.

**Criminal Convictions:**

All education establishments in the UK are exempt from the Rehabilitation of Offenders Act 1974. In practice, this means that all applicants must inform on all spent and unspent convictions on the application form and when completing a Discloser and Barring form. Failure to provide this information may result in dismissal. A Children's Barred List check is also obtained on anyone who will be working on or coming into contact with children; and must be received by the school before employment can commence.

## Living and working in Medway

On the banks of the River Medway from which it takes its name, Medway is the second largest conurbation (after Brighton) between London and continental Europe. This combined with its comprehensive transport links, makes Medway a gateway to the capital, the county of Kent and the continent.

With its regeneration programme providing a variety of new homes and growth for all, Medway is already one of the South East's fastest growing areas. Its ambitious vision provides economic and housing opportunities across all five major towns – all of which act as a magnet for a diverse range of businesses, property hunters and investors.

“Its comprehensive transport links make Medway a gateway to the capital, the county of Kent and the continent.”

Families and commuters are attracted to Medway by the choice of accommodation and facilities in Medway and can live close to schools, railways, and town centres, including Rochester's historic high street. Not only does Medway boast the biggest regeneration zone within the Thames Gateway, but it is surrounded by award-winning green spaces and world-renowned heritage sites.

## Living in Medway

Medway's housing landscape is very diverse – from Victorian period properties and cottages to newly-developed modern builds and suburban developments. There is something for everyone from families big and small to couples and individuals wanting to find their perfect home.

Medway has the lowest council tax in Kent and one of the lowest rates in the M25 corridor.

A multi-million-pound regeneration programme is currently transforming Medway's landscape bringing 29,000 new homes, many of them stunning riverfront developments.

Medway is a place in which you can enjoy both living and working. A thriving business location but also within an easily commute to London and yet beautifully green with seven green flags accredited parks. It's a great place to put down roots and make a life.

More than 80% of Medway schools have an OFSTED rating of good or better and is home to four universities.

## Advert – Digital Marketing & Social Media Creator



<b>Salary:</b>	Trust Salary Scale, Point 06-19 (£25,183 - £31,067 FTE)
<b>Actual salary:</b>	£21,660 - £26,721
<b>Start date:</b>	September 2025
<b>Hours:</b>	37 hours per week / term-time, plus one week
<b>Location:</b>	Primary working from home, with meetings at Head Office at Fort Pitt Grammar School or other Trust Schools and travel to other schools in the partnership when required
<b>Closing date:</b>	Thursday 10 July 2025 at 09:00am
<b>Interview date:</b>	Wednesday 16 July 2025

We are looking for a talented Digital Marketing & Social Media Creator to develop and implement engaging online content that promotes our values, events, and programmes. You will play a key role in enhancing our visibility, engaging with current and prospective trainees, and building a positive reputation online. You will also work with a highly motivated and effective team to support our partnership schools when they take our trainees on placement.

Teach In Kent is a large teacher training partnership with over 150 schools working together to create the next generation of outstanding teachers. The Teach in Kent management team of six support each other to ensure our current cohort of 240 trainees develop their teaching skills to achieve Qualified Teacher Status. This role offers hybrid working between home and our schools in Medway.

The successful candidate will have a positive attitude, demonstrating initiative, being able to adapt to the recruitment needs of our programme and supporting the Partnership Director as required.

### In return we offer: -

- A supportive induction programme
- A happy and caring community
- A healthy work-life balance and a committed leadership team
- Care First employee assistance programme
- Non-contributory membership of Benenden Private Health Care Cover
- Membership of the Local Government Pension Scheme
- Cycle To Work Scheme

For further details on this role and to apply please visit The Trust's careers page [Our Vacancies | Beyond Schools Trust](#)

Visits to the Trust are strongly encouraged. For further information and to arrange a visit, please contact [Dan Wise](#) via email [dan@teachinkent.co.uk](mailto:dan@teachinkent.co.uk)

***We reserve the right to bring forward the closing date and/or interview date where interest and applications received are high, therefore we encourage early applications.***



### Safeguarding Commitment

Beyond Schools Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment. All post holders in a regulated activity are subject to appropriate vetting procedures and a satisfactory "Disclosing and Barring Service (DBS) Enhanced check".

### Equality & Inclusivity Statement

At **Beyond Schools Trust** we strive to be a diverse and inclusive workplace where we can ALL be ourselves. We particularly encourage applications from under-represented communities, including but not limited to those who identify as Black, Asian or from a minority ethnic background.

## Our Location

**Beyond Schools Trust**  
**Fort Pitt Grammar School**  
**Fort Pitt Hill**  
**Chatham**  
**Kent**  
**ME4 6TJ**

**Tel: 01634 888115**

[www.beyondschoools.co.uk](http://www.beyondschoools.co.uk)

**What three words -** <https://w3w.co/maps.onion.cowboy>

