



LEIGH
Academies Trust

Job Pack

Marketing/Digital Apprentice
Leigh Academies Trust

Introduction

Thank you for your interest in joining Leigh Academies Trust. This job pack is designed to give you a deeper understanding of who we are, what we stand for, and what you can expect as a valued member of our team.

Inside, you'll find key details about our Trust, the academy where the role is based, and the position itself. We've also included insights into our culture, values, and the many benefits of working with us. Whether you're an experienced educator or just beginning your journey in education, we hope this pack helps you see how your goals align with ours.

We're excited to learn more about you and we hope this pack helps you decide if this is the right opportunity for your next career step.

For further information and support on our hiring processes, please view our [Careers Page](#).

For any questions? Contact us on:
joinus@latrust.org.uk | 01634 412 263



Welcome from our CEO



Leigh Academies Trust (LAT) is one of the largest and most successful school groups in England. Starting in 2008 in Dartford, the Trust is now responsible for 33 academies of all types, educating over 24,000 pupils, employing almost 4,000 talented staff and with access to an annual income of over £200m. Our Ofsted track record is impressive. Currently, 56% of our academies are considered to be “Outstanding” whilst inspected as part of the Trust.

LAT has remained local with all of its academies located in the South East (Kent, Medway, Bexley and Greenwich), within a one hour drive across the South Thames Corridor. This helps us to share resources and expertise much more easily and offer abundant training and progression opportunities to staff. We invest heavily in our workforce and enjoy strong retention across all job roles. The Trust has embedded various advantages which mean that LAT is an excellent place to develop a career in education. This includes being a highly inclusive employer which celebrates the diversity of its workforce.

Our scale and experience means we have been able to develop several well-chosen approaches to running schools which we know work well. These include:

- A small school approach to education where larger academies are organised into colleges. This ensures high quality pastoral care for pupils.
- A world class digital strategy where all staff and pupils have their own device making teaching, learning and operations efficient and highly impactful.
- Disruption free learning and a “warm strict” approach to behaviour management so that teachers can teach and pupils can learn.
- An all-through International Baccalaureate curriculum equivalent in quality to some of the best fee-paying schools and grammar schools in the UK and further afield.

In addition, The Leigh Institute - which is part of LAT - is responsible for Kent and Medway Training, one of the region’s biggest initial teacher training organisations, a large teaching school hub called Thames Gateway and an accredited apprenticeship provider. This powerful organisation trains, develops and supports 1,000s of teachers, support staff and leadership teams across the region each year. Our future plans are found in our [Vision 2030](#), available on our website.

Simon Beamish, BA (Hons) MSc PGCE NPQH NLE
CHIEF EXECUTIVE



Our Benefits

At Leigh Academies Trust, we believe that our people are our greatest asset. That's why we offer a comprehensive and competitive benefits package designed to support your wellbeing, reward your contribution, and help you thrive both professionally and personally.

From continuous professional development and career progression opportunities to flexible working arrangements, health and wellbeing support, and exclusive staff discounts - you'll find that working with us is about more than just a job.

Explore our full range of benefits here: latcareers.org.uk/benefits

Our Mission: *Education for a better world*

At Leigh Academies Trust, our vision is to transform lives through education. We strive to ensure that every young person - regardless of background - has access to an outstanding education and the opportunity to thrive in an ever-changing world.

We are guided by four core values that shape everything we do:

- **We care** – about our pupils and their families through our human scale approach to education, our staff and their well-being and the world around us, driven by our high ideals and strong moral values.
- **We have boundless ambition** – to achieve excellence for all and create confident young adults with high levels of resilience and integrity.
- **We work together** – as one team because we are greater than the sum of our parts. We foster an enterprising culture through global collaboration with partners in business and education.
- **We keep getting better** – using our 'can-do' attitude and research informed approach to continuous improvement and innovation.

This shared vision unites our academies and teams, creating a strong, collaborative environment where staff and students can flourish.



Job Description

Job Title: Marketing/Digital Apprentice

Reports to: Marketing Manager

Location: Leigh Academies Trust

Leigh Academies Trust is a highly successful multi-academy trust. Our model of education enables students to reach their full potential, transforming their lives and ultimately the communities in which they live.

Main purpose of role:

The Marketing & Communications Apprentice will play a supportive role in the planning, execution, and evaluation of marketing and communications activities across the Trust. Working closely with the Marketing Manager and other team members, this apprenticeship offers an opportunity to develop foundational skills and gain practical experience in a dynamic marketing and communications environment, ensuring that LAT and its academies effectively reach the right audiences with messaging that is both professional and impactful.

Key responsibilities

Marketing:

- Assist the Marketing Team in the planning, development, and execution of marketing campaigns across a range of channels (digital, social media, print, events, etc.).
- Contribute to creative ideas and provide support on campaign strategies and messaging.
- Assist with campaign logistics, including scheduling, resource allocation, and stakeholder communication.
- Support the creation of compelling and informative content for websites, social media platforms and other marketing materials.
- Support in writing, editing, and proofreading content, ensuring accuracy, clarity, and adherence to brand guidelines and tone of voice.
- Work with the team to identify opportunities to generate content for social media for both the central Trust and its academies, including student and staff achievements, community initiatives, and key events.
- Identify content which may provide a good basis for a more substantial news item for academy blog and news posts.
- Gain knowledge of the latest digital marketing trends and best practices.

Communication (Web based):

- Assist in the creation, updating, and management of web content across all of LAT central and academy websites, and internal communication sites.
- Support the publishing and maintenance of web pages, blog posts, news articles, and other content to our front-facing academy websites



- Learn and assist in the implementation of basic SEO techniques to improve website ranking and organic traffic.
- Assist with keyword research, website content optimisation, and internal and external link building.
- Contribute to improving user experience (UX) on LAT websites by ensuring clear navigation, intuitive design, and engaging content.
- Learn to review and apply data (tracking user behavior with analytics tools) to drive the implementation of improvements to web content and structure.
- Work with the digital accessibility lead to learn how to ensure web content meets accessibility standards (WCAG AA 2.1) to provide an inclusive online experience for all users.
- Support the implementation of accessibility updates and features on LAT websites.
- Review and quality check web content before publication, ensuring it is free of errors, typos, and inconsistencies.

Analytics and UX:

- Develop skills in using web analytics tools (e.g., Google Analytics) to learn how to read, review, and interpret analytics reports for our internal and external websites.
- Gain insights into key website metrics such as traffic sources, user engagement, and popular content.
- Assist in identifying areas for improvement based on data analysis.
- Contribute to enhancing user experience (UX) on LAT websites by supporting initiatives focused on clear navigation, intuitive design, and engaging content.
- Learn how UX principles are applied to web design and content presentation.

Media Support:

- Assist the Marketing Team with the coordination and execution of large media shoots (e.g., photography and video), including:
 - Scheduling and logistics.
 - Liaising with academies and participants.
 - Supporting on-site during shoots.
- Support the organisation and management of media assets (photos and videos):
 - Assist in cataloging and tagging media for easy retrieval.
 - Help maintain the media library and ensure files are stored correctly.
- Support the maintenance of the media sheet (or asset register):
 - Assist in keeping the media sheet up-to-date with the latest photos and videos.
 - Track usage rights and permissions for media assets.
- Provide administrative support to the media team as needed.

Safeguarding of students and Duty of Care

All staff, regardless of role, level of seniority and location, have a responsibility to ensure the highest levels of safeguarding and promoting the welfare of our pupils, and we expect all our staff and volunteers to share this commitment. We must collectively create an environment where children feel safe to learn, play, and grow. Children should feel comfortable in their surroundings and know that they can approach any responsible adult with any problems or concerns.



All staff must be able to identify any children who are at risk of harm, and know the characteristics of abuse or neglect. If you suspect or confirm harm then it's essential you know what actions to take.

Annual safeguarding training is offered to all staff at Leigh Academies Trust, and it is the staff member's responsibility to be aware of the most up to date guidance documented in the [Keeping Children Safe in Education document \(Department of Education\)](#).

Notes

The job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and no part of it may be so construed. This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and may be subject to modification or amendment at any time after consultation with the holder of the post.

The duties may be varied to meet the changing demands of the academy/business unit at the reasonable discretion of the Principal/Academies Director. This job description does not form part of the contract of employment. It describes the way the post-holder is expected and required to perform and complete the particular duties as set out in the foregoing.



As a Trust we seek to recruit talented individuals who can not only help to build the success of our academies but also people who are engaging and passionate about everything they do.

For the role of Marketing/Digital Apprentice, we would expect candidates to demonstrate:

Software and Tool knowledge

- Familiarity with content creation tools for images, audio, and video.
- An interest in learning how to use content management systems (CMS).
- A desire to explore and utilise AI tools for content enhancement and efficiency.

Digital skills

- Basic knowledge of copywriting and SEO techniques.
- A foundational understanding of digital platforms and social media.
- Experience or interest in photography, filmmaking, and editing.

General skills

- Ability to work effectively as part of a team.
- Strong attention to detail and good organisational skills.
- Excellent written and verbal communication.

The post holder will also be expected to undertake any other tasks as reasonably required by the Principal or Governors to ensure the efficient and effective operation of the academy.



Apply

We're delighted that you're considering joining Leigh Academies Trust. To apply for this opportunity, please submit your online application via the job advert on our [current vacancies page](#).

We recommend taking the time to review the job description and person specification in order to also tailor your application to show how your skills and experience align with the role.

You'll need to have the following ready when applying:

- Personal details/contact information
- An up-to-date CV and/or personal statement
- Employment and education history
- Contact details for a minimum of 2 references

Join our Talent Network

If this is not quite the right opportunity for you, but you would like to stay in touch, you can join one of our Talent Networks today by [clicking here](#).

A member of the Recruitment Team will be in touch to help find the right role for you!

