

JOB DESCRIPTION

MARKETING AND COMMUNICATIONS APPRENTICE

Job Title: Marketing and Communications Apprentice

Reporting To: Marketing and Communications Manager

Grade/Salary: Apprentice Salary

Main Purpose of the Role:

- To support the Marketing and Communications Manager to ensure that the powerful education the Trust delivers is captured and communicated to all stakeholders, internally and externally, via events as well as through digital channels so that:
 - pupil recruitment to the Trust's schools increases;
 - fields for staff recruitment widen;
 - parental and local perception of the quality of education delivered at Turner Schools continues to improve;
 - Trust events represent our HEART values.

Responsibilities:

- **Local Media:** Be the eyes and ears of the team, identifying potential good news stories about each school. Assist with capturing appropriate photos/videos. Assist with collation of information for press releases.
- **Social Media:** Assist with day to day social media activity: uploading content, scheduling posts, planning advertising or boosting posts. Understand the overall objective of the Trust social media plan.
- **Parental Communications:** Focus on newsletters: follow the Trust's newsletter calendar, assist with the collation of content from each school, support with artwork using Abode Creative Suite and distribution to parents via a number of channels.
- **Events:** Support with main events at each school, ensuring they are delivered to a high standard and reflect the Trust's branding and positioning. Support with the communication of events to all our communities. Assist with keeping the Trust's events calendar up-to-date at all times.
- **Collateral:** Support with collation of information for school's collateral.
- **Websites:** Assist with uploading content to all schools' websites, ensuring that they follow consistent brand guidelines.

Personal Qualities and Attributes:

This position requires the following personal qualities and attributes:

- Ability and willingness to contribute towards the Trust's vision and ethos;
- Be an ambassador of the Trust and their schools
- High ethical standards;

- Strong interpersonal, written and oral communication skills;
- Ability to demonstrate honesty and integrity;
- Excellent organisational skills with eye for detail;
- Ability to work with own initiative in a busy department
- To be an ambassador for the Academies and the Trust in dealing with external persons;

Other Duties:

- To comply with individual responsibilities, in accordance with the role, for health and safety within the workplace;
- Share the Trust's commitment to safeguarding and promoting the welfare of all young people through having knowledge of Government guidelines and safeguarding policies;
- Ensure that all duties and services provided are in accordance with all Turner Schools policies and procedures in line with staff code of conduct/professional expectations;
- To undertake training as necessary;
- To actively engage in the performance management process;
- To be willing and enthusiastic in engaging with continuous professional development;
- To undertake any other duty as specified by the Deputy CEO/CEO not listed above.

All job descriptions may, following consultation with you, be subject to change to reflect or anticipate changes in the job, which are commensurate with the salary and job title.

Turner Schools will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

Acceptance:

I confirm that I have received and understand the job description, which is a supplement to the subject specific teaching job description, both of which may be changed to reflect or anticipate changes in the job, which are commensurate with the salary and job title:

Name.....

Signed.....

Dated.....

Line Manager.....

Signed.....

Dated.....