

# COMMUNICATION MANAGER

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## Information Pack

### **Salary:**

(SO2, Point 27-29)

£40,005 - £41,286

### **Hours of work:**

36 hours per Week

Full Time (52 Weeks per Annum)

### **Closing Date:**

8th February 2024

### **Interview Date:**

w.b. 19th February 2024



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**Dear Applicant,**

Thank you for your interest in the position of Communication Manager at Viridis Schools. I hope that you will find this information pack helpful. If you would like to learn more about our schools partnership, we would be delighted to answer any questions you may have. Our school websites also offer much information about our staff, curriculum and the way that we work.

Orchard, Southwold and Hoxton Garden Schools are in the vibrant and diverse community of Hackney, East London with easy transport links into and out of Central London. With a joint pupil roll of over 1300 pupils, we are a very successful organisation with a passion for making a difference. We provide a very rich and exciting curriculum and a no excuses culture for low standards. Because of this, our pupils achieve well above national averages regardless of their starting points and Ofsted have been full of praise about our provision.

Orchard & Southwold have been in partnership since January 2012 with Hoxton Garden joining us in April 2014. We have a joint Governing Body and strong links to our Local Authority. Each school has its own leadership team who work together with the common aim of giving children the very best. We have set an ambitious vision for the future and have very high standards for what can be achieved with the benefits of a shared expertise. We have a skilled team of highly committed and professional administrative teams, teaching teams and leaders.

We wish to appoint a highly motivated Communication Manager who will join our vibrant and diverse Federation to lead publications, marketing and media across our schools. This is a new and unique opportunity to grow a brand new role and enable enhanced opportunities to ensure the highest standards of communication internally and externally.

Kind Regards,

**Rachel Davie**  
**Executive Headteacher**



## What we can offer:

- An enthusiastic, talented and supportive team
- Excellent opportunities for CPD including induction coaching
- A warm, friendly and positive working environment where everyone is valued

## Who we are looking for:

### **In particular we are looking for someone who has:**

- Excellent numeracy and literacy skills
- The ability to design and create high-quality material for publication
- Good interpersonal, organisational and communication skills
- Good technical abilities including proofreading and editing
- The ability to work in a multi-disciplinary team effectively, including flexibility and initiative



## Additional Information

Our schools are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment.

Successful candidates will be required to complete an enhanced DBS check.

We welcome applications from all sections of the community, regardless of gender, race, religion, disability, sexual orientation or age.

References will be sought for shortlisted candidates prior to the interview dates.

Should you have any queries or would like to arrange to visit our schools please contact our Communication Manager via email:

**Email - [communications@vs.hackney.sch.uk](mailto:communications@vs.hackney.sch.uk)**

We look forward to receiving your application!



# Deadline: 8th February 2024





## Job description & person specification

Read the job description and person specification carefully

01



## Application Form

Complete the application form either electronically or print it off and hand write it

02



## Supporting statement

Ensure your supporting statement relates to the competencies outlined in the job description and person specification

03



## Employment & Education History

Please make sure that your application form indicates the name and contact details of your most recent employer, along with your full education history

04



## Send Application Form

Send your completed application via email or post to:

- **Email**  
[communications@vs.hackney.sch.uk](mailto:communications@vs.hackney.sch.uk)

- **Post**  
Communication Manager  
Southwold Primary School  
Detmold Road  
London, E5 9NL

05

## Job Description

### Job Title

Communication Manager

### Salary

(SO2, Point 27- 29) £40,005 - £41,286

### Hours of work

36 Hours per Week, Full Time (52 Weeks per Annum)

### Purpose of the post

Manage and develop communication and marketing strategies (incorporating both internal and external communications) to positively promote the profile of the Federation in order to:

- Foster excellent relationships with parents and the local community.
- Actively promote the Federation profile to maximize pupil roll potential.
- Support the recruitment and retention of high quality teaching and associate staff.
- To work alongside the Executive Headteacher, Federation Business Manager and central administration team to improve communication and sharing of information in order to enhance the presentation of the school and to build strong, effective school branding.

### Main Duties and Responsibilities

#### Leadership

- Develop and implement marketing and communication strategies through an annual action plan for the Federation, monitoring and reviewing on an annual basis.
- To undertake data analytics, interpret results, make recommendations and take action in consultation with school leaders.

#### Communication

- To take a lead in ensuring outward communication from the school is accurate, professional and timely including implementing strategies to improve responsiveness to parents and other stakeholders.
- Manage the school websites – posting information, creating regular news stories and ensuring all pages remain up to date and DfE compliant.
- Manage all digital content for the Federation. This includes social media pages such as Twitter, Instagram, Facebook and LinkedIn.
- Develop and manage relations with local and national media to promote Federation achievements and maximise positive reporting.
- Manage in house digital display systems – posting information, creating regular news stories and ensuring all pages remain up to date and compliant with GDPR.

## Job Description continued

### Production

- To design, create and produce a variety of high quality material for marketing and publication purposes to all school audiences.
- To organise distribution of promotional materials via a variety of methods to local households, schools and associated partners, organisations and venues.
- Produce high quality digital presentations, or other media for use by the Headteacher and other members of the Leadership Team for marketing and promotion use.
- Brand management for the Federation, both on and offline, including the development of consistent brand guidelines and templates.
- Lead the display of images, awards and artwork within the school environments to represent a strong culture of ambition, challenge and celebration.

### Events

- Publicise and manage high profile events for the school, for example, stakeholder visits, CPD, enrichment and celebratory events.
- Capture high quality photographs/video footage of school life and events to use in publications, marketing materials and displays.
- Manage the provision of marketing merchandise, promotional material, signs and displays for the promotion of teacher training at recruitment fairs, exhibitions and open events.

### Recruitment

- Manage recruitment processes including advert design and upload, tours, interview processes and recruitment events for new employees and ITT.

### General Requirements

- Take part in the school's performance management system.
- Enhanced DBS Check
- Attend governing body meetings on a regular basis as required.
- Strong commitment to furthering equality in both service delivery and employment practice.

You must promote and safeguard the welfare of the young and vulnerable people that you are responsible for or come into contact with.

<b>Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
Grade C or above in GCSE or equivalent	✓	
NVQ Level 3 or equivalent qualification or equivalent in relevant discipline	✓	
<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
A minimum of three years' experience in communication management	✓	
<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
Experience of using information technology in terms of using a computer, Microsoft software, publication software, photography and media platforms	✓	
<b>Skills</b>	<b>Essential</b>	<b>Desirable</b>
Excellent numeracy and literacy skills	✓	
Ability to design and create high quality material for publication	✓	
Good interpersonal, organisational and communication skills	✓	
Ability to work in a multi-disciplinary team effectively	✓	



**Email:**

[communications@vs.hackney.sch.uk](mailto:communications@vs.hackney.sch.uk)



**Post**

Communication Manager

Recruitment

c/o Southwold Primary School, Detmold Road

London, E5 9NL



**Southwold  
Primary School**

**Southwold Primary School**

Detmold Road

London

E5 9NL



**Orchard Primary School**

Holcroft Road

London

E9 7BB



**Hoxton Garden  
Primary School**

**Hoxton Garden Primary School**

Ivy Street

London

N1 5JD



[southwold.hackney.sch.uk](http://southwold.hackney.sch.uk)



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