

Marketing and Communications Manager (Inspiring Leaders)

Job Description

Employer	Inspiring Leaders Ltd <i>(your legal employer will Discovery Trust, one of our strategic partners)</i>
Office Location	Our team are based at Flying High Partnership's offices (Chilwell, Nottingham, NG96RY) and we expect all staff to attend these offices for a minimum 1 day per week, where we gather as a team. We are a regional organisation with other office bases so will be flexible with applicants about where is best for them to work from (including remotely) on a case-by-case basis, subject to performance.
Job Title	Marketing and Communications Manager
Salary	Grade 9 £29783 - £32003 (pro rata for part-time)
Responsible to:	Operations Manager
Liaising with:	Partner MAT CEOs, Teaching School Hub Directors, MAT Leaders, SCITT Colleagues and Hubs, ITT Partners, Operations Team
Purpose of the role:	<p>The Marketing and Communications Manager will work closely with the Operations Manager, SCITT Director, Managing Director and Partners to take a lead on the following areas of work:</p> <ul style="list-style-type: none"> • Work with leaders and partners to design and implement our Marketing strategy. • Engaging and collaborating with our partners to ensure offer high quality, professionally led services and communications. • Ensuring an excellent customer experience for our trainees and partners informed by collecting, analysing and responding to feedback data. • Leading project delivery alongside colleagues and partners. • Support the onboarding of participants to all Inspiring Leaders programmes. • Being creative and solution focused to enable Inspiring Leaders to deliver our mission. • Any other duties assigned by MD, SPD or OM.

Working location and hours:

The Marketing and Communications Manager is advertised as a full-time year-round role, but we are open to applicants who are seeking a flexible approach to working and may consider part time applicants.

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Purpose of position:

Inspiring Leaders is a growing partnership based in the East Midlands working with a wide range of partners schools and MATs to provide high quality professional learning experiences and teacher training. Our work is valued by our partners and as we grow, we have developed a new role for someone to join our team who has expertise in marketing and communications and a 'can do' attitude to add vital capacity and expertise to our team. If you are looking for a challenge and have the skills and attitude to support our work, as well as a passion to work in the education sector, then this role is for you.

About Us:

Inspiring Leaders is a not-for-profit regional partnership of Multi Academy Trusts (MATs) based in the East Midlands. We are led by a group of experienced leaders from the Education sector and beyond, who share a commitment to improving the life chances of young people in the region. Formed in 2012, Inspiring Leaders has made a significant impact upon the lives of thousands of students. A partnership built on Trust and Commitment has provided training for over 4000 School Leaders and trained over 500 new Teachers for the education system.

Our origins

Improving the lives of students beyond our own schools was a shared vision for the founders of Inspiring Leaders. As pioneers of the Self-improving School-Led system, our founder Trustees faced new challenges and opportunities as cohort one Teaching Schools and early Academy Trusts. They found strength and support in each other, forming a network founded on trust and collaboration across the region. Together, our founders applied to become a licence holder for NPQs and a SCITT, offering high-quality training and development for leaders and teachers in the system. This commitment to partnership has made a positive impact on thousands of students and educators, both locally and globally, and continues to learn and grow as a partnership.

Our vision for Education system

We know that the MAT sector is competitive but Inspiring Leaders believe that MAT Leaders have a moral duty to collaborate with their regional peers in for the benefit of the whole education community, as the school-led self-improving system matures. As civic leaders, they should take initiative and join effective regional peer networks which share a commitment to improving school practice and advancing student achievement in their region. We are committed to creating a more integrated community of MATs by changing the culture to more collaborative and strategically aligned.

Our vision

At Inspiring Leaders our vision is for every child to be taught by a well-trained teacher who works within a strong, sustainable, and ambitious academy trust.

Our Mission

Our mission is to become the partnership of choice for aspirant teachers and MAT Leaders in the region. Providing teachers and leaders with a high-quality, collaborative, professional development offer.

Our Values

- Integrity
- Bravery
- Credibility
- Synergetic
- Excellence

What do we do?

From 2012 - 2022 we trained over 4000 school leaders, through our former NPQ license with the DFE and trained over 500 new teachers for schools in the region through our SCITT. Alongside this we have travelled domestically and internationally to explore high performing schools and school's systems and have developed our own annual Leadership conference which attracts over 230 delegates per year from our partnership.

We now lead several important functions in the region for our schools and academy trust partners which includes:

- **Leading Professional Community for MAT Leaders** - in 2022, we redefined our purpose and started to build a unique community for MAT partners to collaborate and learn from each other in a trusting and supportive way. We have an established of 19 MAT partners (and growing) who release their leaders to join 14 professional learning communities, where they can share challenges, solutions, and insights with their peers in similar roles.

- **Delivery of Initial Teacher Training (ITT) across the region** - we are an Ofsted rated Outstanding provider of postgraduate, school-led teacher training with our partner MATs. We train teachers in Primary and Secondary phase across the Midlands partnering with active school leaders who use their expertise to deliver our training
- **Leading Conferences, events and Study tours** – we organise two annual conferences for our partnership. One is for our school and MAT leaders which engages international speakers and thinkers. We also run an annual conference for the students in our schools which is focused on helping them to better understand how they can make a difference in their school community linked to the International Sustainability Development Goals (SDGs). We also organise study tours and visits for our teachers and leaders to learn from the practice of others and experience wider perspectives and cultures.

The Marketing and Communications Manager will be actively involved in all elements of our work, which we believe makes this an exciting opportunity. More information about our work can be found at:

<https://inspiringleaderstoday.com/> or <https://www.inspiringleadersscitt.com/>

If you are already employed by one of our partner MATs your employment service can continue with them to suit you.

What can we offer you?

As well as working with fun, committed colleagues in a supportive environment, we also offer the following workplace benefits:

- A strong moral purpose to your work and a warm, creative team to work alongside.
- Access to workplace benefits through Edenred which includes retail discounts and much more.
- Generous paid holidays – 24 days to start, rising to 30 days after 5 years' service (pro rata for part time roles)
- Enrolment to the local government pension scheme.
- Excellent working hours – our core business hours are 8.30 am – 4.30 pm, but we appreciate the importance of a good work-life balance and try to accommodate atypical working patterns wherever possible.
- Extensive training opportunities – accredited qualifications and a comprehensive training plan.
- Regular reviews and development planning to support career development.
- The opportunity to take part in social events.
- Opportunity to work in diverse and inclusive environment.
- And of course, to work with some of the best people in the sector and the opportunity to change lives.

How to find out more and apply?

If you are interested in applying for this post, please write a letter on no more than two sides detailing your suitability and complete our application form. We can send this to you if you contact us for more information.

Please return both documents to info@iltoday.co.uk by 19th April 2024.

Interviews date to be confirmed.

If you would like to discuss the role any further, please contact Ben Jordan on 07554444442 or James Brown on 07766332167.

Job Description

Area	Detail
Marketing Strategy and Brand Reputation	<ul style="list-style-type: none"> • Develop and deepen the marketing strategy to help meet company objectives. • Identify key target audiences and develop strategies and campaigns to reach them effectively. • Implement and oversee the execution of marketing campaigns across all media channels. • Monitor, analyse and report on campaign performance to optimise results and return on investment (ROI). • Maintain and develop current brand guidelines across all marketing channels and partner hubs. • Develop our brands positioning and messaging to ensure it resonates with our target audience. • Engage in ongoing learning and development to ensure the company has a high quality strategy.
Content Creation and Management	<ul style="list-style-type: none"> • Develop and implement engaging content for various company platforms including websites, social media, face to face events and more. • Manage and develop content calendars to ensure the timely delivery of materials centrally and to partners. • Develop and manage the onboarding of trainees and partners ensuring they have marketing materials in line with our current branding. • Design and implement marketing initiatives such as SEO, social media and other forms of marketing. • Maintain and develop the current Customer Management System.
Management and Communications	<ul style="list-style-type: none"> • Provide advice and guidance to our partners to deliver on all marketing activities. • Develop and implement a communication strategy for the organisation. • Deliver effective communication within the organisation. • Organise and support events for the organisation. • Build relationships with stakeholders to improve their engagement with the organisation. • Track stakeholder engagement and develop ways to improve their connection to us. • Take a lead on developing an organisational Alumni. • Manage the administration team providing guidance and feedback ensuring high performance and personal growth
Any other duties	<ul style="list-style-type: none"> • Keep abreast of industry trends and tools to continuously improve communication and marketing strategies. • Being creative and solution focused to deliver our mission. • Carry out such administrative duties as required. • Build partnerships with partner organisations to advance our work from within and beyond the Education sector. • Be a positive, assertive, and productive member of the team and act in the spirit of improvement at all times. • Undertake appropriate staff development. • To undertake any additional duties as determined by the MD, SPD or OM

Person Specification:

	Essential	Desirable	Assessed by
Education & Qualifications			
Evidence of qualifications at Degree or Masters Level.		Y	App, Doc
Evidence of a marketing qualification	Y		App, Doc
Evidence of qualifications GCSE or equivalent level.	Y		App, Doc
Marketing qualification.		Y	App, Doc
Project Management qualification.		Y	App, Doc
Experience & Skills			
Using Microsoft products with proficiency (ie. MS Word, Excel, Teams etc).	Y		App, Int
Managing email inboxes.	Y		App, Int
Using non-Microsoft related products such as Canva and AI software.		Y	App, Int
Working in a marketing and/or communications role	Y		App, Int
Using social media as a tool for marketing and communications.	Y		App, Int partn
Handling, entering, maintaining and analysing data.		Y	App, Int
Handling sensitive information.		Y	App, Int
Maintaining financial records.		Y	App, Int
Running successful project, events, programmes and /or conferences.		Y	App, Int
Creating and leading marketing activity.		Y	App, Int
Managing customer or partner experience.		Y	App, Int
Working within an education setting.		Y	App, Int
Being open to professional learning and taking on new responsibilities.	Y		App, Int
Demonstrating creativity in the workplace		Y	App, Int
Self-managing and proactive in your work.	Y		App, Ref
Highly professional interpersonal skills.	Y		App, Ref, Int
Knowledge			
Understanding of the education sector and latest policy connected to Multi Academy Trusts.		Y	Int, App
The Initial Teacher Training sector and current challenges.		Y	Int, App

How teams work effectively together achieve their goals.	Y		Int, App
What makes brands and organisations successful and the importance of customer experience as a part of this.	Y		Int, App
What makes effective organisational communications practice.	Y		App, Int
Data management, ensuring compliance with GDPR legislation.		Y	Int, App
Understanding of EDI policy and how this is applied.		Y	Int, App
Understanding of how to safeguard children and adults in an education setting (Keeping Children Safe in Education)		Y	Int, App
Other requirements			
A satisfactory Enhanced Disclosure and Barring Service (DBS) Certificate.	Y		Doc
Have a UK driving license and be prepared to travel to fulfil the role	Y		App

Expectations and Behaviours:

Inspiring Leaders has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of Inspiring Leader's strategy, vision and values. We use these behaviours as an additional mechanism for judging the quality of our applicants.

The following are essential to the role:

Values	Behaviour
Integrity	Ensure that you maintain a high standard for yourself by being honest and authentic. We value everyone's opinion and recognise that everyone plays in making our organisation a success.
Excellence	Strive for excellence in all your endeavours. We value professionalism and ambition, and we hold ourselves and others to the highest standards.
Bravery	Be innovative and courageous in your approach. We encourage you to take risks and challenge yourself to go beyond the usual boundaries in search of excellence.
Credibility	Build and maintain your personal credibility by expanding your knowledge, expertise and passion for learning and development. We value people who are committed to lifelong learning and who can see how this benefits themselves and the organisation.
Synergetic	Embrace partnership as a way of enhancing yourself and our organisation. We believe that working together with other educators and learners can create greater value and impact.