



INSPIRE

Connected Communities Trust

Strategic Lead for PR and Media Communications

GRADE: G8

REPORTS TO: CEO

PURPOSE OF JOB:

Developing and supporting our multi academy trust and playing a significant role in delivering our stakeholder engagement strategy, brand management, internal and digital engagement, internal communications, media relations and external communications.

As the Trust's Strategic Lead for PR and Media Communications, you will be the lead for strategic development and practical implementation of an integrated communications and marketing strategy for the trust and its family of schools, settings and commissioned services.

MAIN RESPONSIBILITIES, TASKS AND DUTIES

Utilise extensive specialist skills and expertise to lead the direction of media communications, PR and marketing across the trust, implementing innovative and creative strategies to raise the profile of the organisation and make notable impact on areas such as staff recruitment and income generation.

Delivery of clear, simple and accessible internal communications whilst also supporting our schools / settings to deliver their marketing strategies through the design, creation and management of events

- Ensure communications are fit for purpose before going public.
- To assist in the content, and use of the Trust and schools' websites; to assist in the creation of material
- Build efficient and effective relationships with the staff teams across the Trust, to support in material development, related to context and need.
- To assist with the management of social media sites in a co-ordinated way to improve the Trust's web presence by promoting the vision and the work of the Trust and its schools / settings and services to parents and other stakeholders and raising INSPIRE's profile within the education sector. This could include school tours, stakeholder video case studies, on line prospectus, to name a few.
- Support with drawing together and annually updating the Marketing & Communications Plan for the Trust.
- To assist with the development of the current range of Trust publications and the development and creation of any new range of promotional materials, actions, to support the Trust PR, Media and community engagement plan.
- Providing PR and media advice and support to Trust staff in the event of media opportunities.
- Work with the school and setting leaders to identify and promote the marketing of events and student/pupil achievements/operational developments in the Trust schools and settings.
- Management of media relations and media coverage to strengthen the reputation of the Trust.
- Liaise and co-ordinate with colleagues to ensure that display materials across the Trust are current, relevant and consistently comply with brand guidelines, whilst enabling the settings and schools to maintain autonomy.
- Be responsible for the selection and ordering of all promotional merchandise and managing the stock of all marketing materials.

- Be responsible for managing a PR and media budget within agreed delegated responsibilities.
- Actively develop an awareness of the local market, developments and opportunities.
- Support in the creation of e learning opportunities / CPD development to ensure consistency of communication and presentation across the Trust and beyond as required.
- Support in the exploration of bid writing opportunities and the content creation.

To consistently work in line with the Trusts values, policies and procedures.

OTHER DUTIES

The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties that may be required from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade will be with the consent of the post holder.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
QUALIFICATIONS & TRAINING	• Relevant qualifications • GCSE English / Maths Lev 4 and above	Degree / higher level qualification
EXPERIENCE	• Understanding of a Marketing, Communications or PR role. Comprehensive understanding of the vision and ethos of the Trust. • Proven ability to write professional and persuasive copy and experience of writing articles and press releases. • Experience of using online and social communication media. • Experience of undertaking a range of clerical duties including a range of computer applications. • Previous experience of working in a Marketing, Communications or PR role in an education or similar environment (i.e., charity, voluntary organisation).	• Proven Ability/Experience of using all forms of media and communication to build, manage and actively promote the reputation and visibility of a Trust. • Proven Ability/Experience of efficient press release writing, sourcing vendors/sponsors for events, media list creation, and pitching local media. • Proven Ability/Experience of efficient and successful sourcing of and bid writing applications. • Proven Ability/Experience of establishing and sustaining media relationships, stakeholder relationships, reputation management, internal communications, and social media outreach. • 2 years+ of experience working in a similar role.
KNOWLEDGE & UNDERSTANDING	• Knowledge and understanding of media, including social media. • Excellent social media awareness and the ability to use all major social networking platforms.	An understanding of filming events. A track record of proven delivery, demonstrating both creative and analytical skills.

	• Understanding of the briefing and design process, demonstrated by the production of marketing campaigns, including promotional materials. • A sound knowledge of a range of computer applications including design/presentation/communication packages. • Proficient keyboard skills.	Knowledge of the work of a school / trust. Knowledge of Graphics software (Adobe / Canva etc)
SKILLS	• Excellent verbal and written communication skills including writing creative and engaging copy, proof-reading and correcting with clarity and impact including publications to a variety of audiences, both internal and external. • Ability to create and deliver a marketing strategy using a range of marketing and PR techniques. • Ability to work independently and take decisions – but know when to seek guidance - and deliver to deadlines. • Ability to represent the trust in organising events, involving several groups and schools, settings, including cross phase. • Excellent organisational skills and the ability to prioritise and manage own workload taking personal responsibility for organising day to day targets. • Attention to detail and tenacity in following up leads. • Ability to work in an organised and methodical manner, maintain efficient record keeping systems. • Ability to convey straightforward information, orally and in writing, to stakeholders, colleagues, students, pupils, parents etc • Ability to communicate with a range of audiences including colleagues and trustees. Ability to demonstrate keyboard skills for accurate computer input and retrieval. • Ability to work effectively as part of a team.	• Strong networking and presentation skills. • Well-developed analytical and research skills. • Ability to support colleagues with photography requirements. • Customer Service experience. • Ability to manage projects with two or more stakeholders using a collaborative and professional approach and to operate well under pressure.
PERSONAL CHARACTERISTICS	• Strong relationship management; influencing and negotiation skills. • Creative thinker. • Ability to work calmly & effectively under pressure. • To cope with flexibility and to be able to multi-task with meticulous attention to detail. • Full clean driving licence and own transport. • Ability to work in a discreet and sensitive manner and show sensitivity and objectivity in dealing with confidential issues. Willingness to participate in further training and developmental opportunities offered	

	by the Trust, to further knowledge. Commitment to Equal Opportunities through non-discriminatory practice	
SPECIAL REQUIREMENTS	• An Enhanced Disclosure and Barring check will be required • Two references will be required, one of which should be the most recent employer	

I confirm that I have received a copy of this job description and person specification:

Signed

Name

Date