

## Job Description

<b>ROLE TITLE</b>	Communications Officer
<b>CONTRACTED HOURS</b>	Full time, 52 weeks per year
<b>LOCATION</b>	Hybrid, with regular attendance at Trust offices and travel to schools across the Trust as required.
<b>GRADE / SCALE POINT – SALARY</b>	Grade 6 SCP 24 to 27
<b>PENSION SCHEME</b>	LGPS
<b>REPORTING TO</b>	Chief Strategy Officer
<b>RESPONSIBLE FOR</b>	Internal and external communications

### INTRODUCTION

Through geographical hubs of like-minded schools and a vision of excellence that is shared by all, Unity Schools Partnership works collaboratively to deliver the highest standards of education.

- Unity Schools Partnership is a family of interdependent schools with a shared ambition to transform lives.
- The vision of Unity Schools Partnership is to achieve the highest standards of education in its primary, secondary and special schools.
- It is our intention that all Trust schools, and the Trust as a whole, be recognised locally and nationally for the exceptional quality of its educational provision.
- We are committed to the development of a high-quality, evidence-informed model of how excellence is achieved.
- Our work is fostered by geographical hubs of schools in close proximity that understand their specific communities.

The Trust expects its work to be characterised by its values:

**INTEGRITY**

**INCLUSION**

**KINDNESS**

The vast majority of the Trust's schools are successful and well-performing, judged 'Good' and 'Expected Standard' by Ofsted. The ambition over the next three years is that schools across the Trust become routinely 'Strong', characterised by top quartile performance and with the capacity to support additional schools in the area that would benefit from being part of the Trust.

In order to achieve this ambition, the Trust will focus on:

**Excellent education** – Our plans at secondary and primary aim at top quartile outcomes for pupils, with very high parental and external approval ratings of our special schools.

**Excellent staff** – We are committed to recruiting, developing and retaining great people, creating clear pathways for internal progression and ensuring Unity Schools Partnership is an excellent place to build a career in education.

**Excellent support for schools** – at the core of our success is the support provided across the Trust for Heads and staff working in Unity schools, from a range of experts at the centre and in our schools.

### **CORE JOB PURPOSE**

The Communications Officer is responsible for the communication of high-quality internal messaging within the Trust. The postholder will support external communications as part of a wider team, helping to promote the Trust's brand and values, and to ensure communications are accurate, timely, inclusive and aligned with Trust priorities.

The role requires strong writing and editorial skills, excellent organisation, sound judgement and sense of tone, and the ability to work effectively with colleagues across from a range of contexts and at differing levels of seniority.

### **KEY RESPONSIBILITIES**

1. Oversee the planning, collating, drafting, editing and publishing of the Trust's internal communication, including our weekly updates to Headteachers, half-termly all-staff newsletters and any other messaging intended for an internal audience.
2. Work with colleagues across the Trust and in schools to identify newsworthy stories, pupil and staff successes, events and case studies that reflect the Trust's values and priorities.
3. Support the management and development of the Trust's digital presence, contributing to website and social media content that is current, engaging, accurate and consistent with agreed brand standards.
4. Help plan and deliver external campaigns that support pupil recruitment, staff recruitment, stakeholder engagement and Trust-wide initiatives.
5. Provide communications support for Trust and school events, including promotion, content gathering, photography coordination and follow-up publicity.
6. Support media and public relations activity by liaising with our external communications lead in the drafting of press releases, statements and briefing materials, and by helping to coordinate responses to enquiries in line with Trust procedures.
7. Monitor internal communications activity and provide regular insight on performance, reach and engagement to support continuous improvement.
8. Maintain high editorial standards, ensuring content is well written, factually accurate, accessible and aligned with the Trust's tone.
9. Ensure communications activity reflects relevant legislation, policy and guidance, including safeguarding, confidentiality, copyright, data protection and equality considerations.

10. Build positive and professional working relationships with school leaders, central teams and external partners to support joined-up communication across the Trust.

### **ROLE INTERFACES**

- Chief Strategy Officer and senior Trust leaders, to ensure communications support strategic priorities.
- Headteachers and school-based colleagues, to gather content and coordinate local and Trust-wide communications.
- Central Trust teams including HR, school improvement, operations and governance, to support campaigns, projects and stakeholder messaging.
- External suppliers, partners and media contacts, where required, to support design, print, events and publicity activity.

### **SAFEGUARDING**

Unity Schools Partnership is committed to safeguarding and promoting the welfare of children and young people at all times. You will be responsible for promoting and safeguarding the welfare of all children with whom you come into contact, in accordance with the Trust's and schools' safeguarding policies.

The postholder must ensure that all communications activity involving children and young people is carried out safely, appropriately and in line with Trust procedures, including the use of images, video, digital channels and published content.

The post holder is required to hold a satisfactory Enhanced Disclosure from the Disclosure and Barring Service (DBS).

### **GENERAL**

1. Actively contribute to and promote the overall ethos, values and reputation of the Trust and its schools.
2. Participate in training, professional development and performance review as required.
3. Maintain high standards of professionalism, tact and diplomacy in dealings with pupils, parents, staff, governors, partners, media contacts and visitors.
4. Maintain confidentiality and exercise discretion in relation to sensitive information, safeguarding matters and the Trust's business at all times.
5. Act as an ambassador for the Trust within local communities and beyond, promoting a positive and professional image.
6. Undertake any other reasonable duties commensurate with the grade of the post, as requested by the line manager.

## Person Specification

CRITERIA	ESSENTIAL	DESIRABLE
<b>Qualifications</b>	<p>Good standard of education, including English and Mathematics at GCSE grade C/4 or above, or equivalent.</p> <p>Evidence of relevant continuing professional development.</p>	<p>Degree or professional qualification in communications, marketing, media, journalism or a related field.</p>
<b>Knowledge</b>	<p>Knowledge of effective communication across digital and traditional channels.</p> <p>Understanding of how to tailor messages for different audiences, including parents, staff and external stakeholders.</p> <p>Understanding of brand consistency, editorial standards and accessible communication.</p> <p>Working knowledge of data protection, confidentiality and safeguarding considerations relevant to communications work in education.</p>	<p>Knowledge of the education sector and the context of multi-academy trusts.</p> <p>Knowledge of website content management systems, social media management tools or design software.</p>
<b>Experience</b>	<p>Experience of working in a communications, marketing, media or public relations role.</p> <p>Experience of writing, editing and proofreading content for a range of audiences and platforms.</p> <p>Experience of updating websites and/or social media channels and maintaining content accuracy.</p> <p>Experience of managing competing priorities and delivering work to deadlines with strong attention to detail.</p>	<p>Experience of working in a school, college, trust, public sector or not-for-profit organisation.</p> <p>Experience of supporting campaigns, events, media activity or stakeholder engagement projects.</p>
<b>Skills and Aptitudes</b>	<p>Excellent written and verbal communication skills, with an exceptional attention to detail and personal high standards.</p>	<p>Photography, video editing, graphic design or basic design-for-digital skills.</p>

Strong organisational skills, with the ability to plan logically and manage a varied workload to meet deadlines.

Ability to build effective working relationships with colleagues across different schools and central teams.

Creative approach to content development and storytelling, with strong attention to detail and accuracy.

Confidence in using digital tools and systems to support communications activity.

Professional judgement, discretion and commitment to confidentiality.

Commitment to inclusion, equality and the Trust's values.

Ability to interpret analytics and use insight to improve communications performance.