



HumberEducationTrust



Communications Manager

Vacancy Information

HumberEducationTrust

Where everybody counts, every moment matters.

We are Humber Education Trust.



Humber Education Trust's vision is to develop a high performing Multi Academy Trust that delivers the very best educational experience for all children and young people.

We will grow, develop, support and improve our schools across the Trust, with a clear focus on raising standards, encouraging innovation and strengthening the ethos of the Trust to ensure that we have a positive impact on all of the children and young people within the Trust.

As a partnership, our strength lies in a common purpose: high aspirations, moral values, care and support; yet celebrates our individual uniqueness. As a trust, we will drive these aims further and faster for the benefit of our pupils and our communities.

Humber Education Trust is also recognised by the DfE as an Academy Sponsor. This means that through the Trust, we are held accountable for sponsored schools who may join us, to ensure improvement in outcomes and taking responsibility for their performance and financial arrangements.

Humber Education Trust is supported by a strong Trust Board who provide effective support and the challenge required to ensure that we build on our track record of excellence to provide strategic partnerships to improve quality, share best practice and operate effectively and efficiently. We believe

passionately that every penny that comes into a school should be spent on the development and provision of a first-class standard of education for all.

Humber Education Trust is a growing trust of 17 schools (13 primary schools and 4 special schools). We have a strong moral purpose and a determination to provide the best education possible for the children in our care.

- We always put the needs of children first
- We celebrate what joins us and also what makes our schools unique
- We embrace links with other education providers as we seek the best outcomes for children
- We have high aspirations for everyone in the school community
- We personalise the support offered to pupils, staff members and schools alike
- We believe in system leadership
- We are passionate educators of everyone in the school community
- We welcome challenge as this promotes positive change
- We are determined to achieve the best outcomes for every individual
- We are relentless in our pursuit of excellence

Thank you for showing an interest in working within our Trust. I wish you well with your application.



Rachel Wilkes
Chief Executive Officer



Trust Support Team

Our Communications Manager is a new role working with our Trust leadership and business support teams as we support our family of schools.

The Trust has flourished from our original 11 schools in 2017 to our now 17; moving to include a new build Free School with a planned opening in 2026.

Our Communication Manager is pivotal to our Central Team. Reporting to our Chief Executive Officer, they develop and implement effective communication strategies to promote the Trust's strategic aims and achievements. Identifying grant and funding opportunities for our Trust will further enhance our provision for high-quality education.

By developing and maintaining relationships with stakeholders, internally and externally, this role will communicate our ethos, strategic aims and achievements, promoting the work of the Trust via online and social media platforms.

The successful postholder will join us at an exciting time and will have the opportunity to support with the effective delivery of a high calibre executive administration. Our children deserve the very best in education and this role supports our Trust in ensuring this vision is achieved.

Compliance is paramount to us. As such, this role is one of several roles developed within our Central Team to support this and help to ensure all schools are working consistently, in line with statutory expectations.



COMMUNICATIONS MANAGER

Salary Range: Grade 10, scp 34-38
£42,403 - £46,464 FTE, £37,245 - £40,812 actual salary based on TT + 5 days
Hours of work: 37hrs/wk, Term-time + additional days (Flexible – to be agreed)
Contract: Permanent
Start date: January 2025

Are you an enthusiastic person, with the motivation to build professional, effective working relationships?

This is a varied role, ensuring the Trust's communication strategy is delivered to a high and professional standard. As an experienced communicator you will provide and distribute high-quality publications and imaging.

You will have strong experience in a senior administrative role, excellent communication and organisational skills with a keen eye for detail and excellent IT skills.

For an informal discussion regarding the post and to arrange a visit to our Trust, please contact Rachel Wilkes, Chief Executive Officer, at Humber Education Trust on 01482 755674 or via recruitment@het.academy

Further information about the Trust can be found on our website www.humbereducationtrust.co.uk

HOW TO APPLY:

Please complete an [application form](#) and submit to our ETeach Careers Page. All candidates are advised to refer to the job description and person specification before making an application.

Early application is encouraged. We will review applications throughout the advertising period and therefore reserve the right to close the advert early should sufficient applications be received.

Closing date for completed applications:
8am, Monday 11 November 2024

Interviews: w/c 11 November 2024

Any offer of employment to this role will be subject to receipt of a satisfactory enhanced disclosure from the Disclosure Barring Service, Children's Barred List Check, Section 128 check where applicable, identity checks, medical clearance, proof of relevant qualifications, satisfactory references and eligibility to work in the UK checks. Shortlisted candidates will be subject to an online search and required to complete a self-declaration of their criminal record.

All members of staff are expected to promote and safeguard the welfare of students in accordance with Keeping Children Safe in Education, including maintaining clear professional boundaries in all relationships; to promote an anti-racist, multi-cultural approach.

Professional standards detail responsibilities and expectations of our job roles. The enclosed generic role specification is offered in good faith as a guide to professional practice.

We strive for excellence and encourage our staff to aim high, making positive impacts through their clear focus and professionalism. All role specifications are subject to change to adapt with circumstances. Additional duties may be asked of our staff if necessary.

If you believe you are the right person for our role then we would love to hear from you.



Rachel Wilkes
Chief Executive Officer
Humber Education Trust



Job Description

JOB TITLE: Communications Manager **GRADE:** Grade 10
EVALUATION DATE: 16 October 2024 **JE NUMBER:** HET91

DIGNITY AT WORK: To show, at all times, a personal commitment to treating all customers and colleagues in a fair and respectful way, which gives positive regard to people's differences and individuality (for example, gender, gender identity, nationality or ethnic origin, disability, religion or belief, sexual orientation, age). To assist in ensuring equal access to services and employment opportunities for everyone in the central team and promotes HET's Equal Opportunities in Employment Policy.

PURPOSE: To develop and implement effective communication strategies to promote the Trust's strategic aims and achievements, both internally and externally. To identify grant and funding opportunities for the Trust and schools to further the provision of high-quality education. To support the efficient and effective working of the Trust's Executive Team.

PRINCIPAL ACCOUNTABILITIES:

To promote and safeguard the welfare of children and young people, reporting any cause for concern to the designated person.

Communications Management

1. To develop and maintain relationships with stakeholders, internally and externally, to communicate the ethos, strategic aims and achievements of the Trust.
 - To organise and manage events in support of staff and children and that promote the Trust's work, supporting partnership links and future growth of the Trust.
 - To analyse media coverage and public opinion of the education sector to shape future communication strategies and evaluate their effectiveness.
 - To create and distribute high-quality publications e.g. newsletters, charters, press releases, brochures, posters etc. that positively communicate the work and ethos of the Trust to stakeholders.
 - Produce high-quality digital content, including videos, photographs and logos. Create, source and maintain a digital image/photo library.
 - Source materials that are copyright and GDPR compliant, ensuring necessary approvals have been granted in respect of personal data/images, etc.
 - To develop partnerships with media and external agencies and stakeholders to increase the visibility of the Trust, handling media enquiries as necessary.
 - To promote the work of the Trust to stakeholders via online and social media platforms including the Trust website, socials and SharePoint pages, to increase information and engagement.
 - To contribute to crisis management from a communications perspective as necessary.

Organisation, Administration & Events Management

2. To perform a comprehensive range of high level complex administrative tasks including complex or sensitive reports and correspondence, monitoring and reconciling budgets as required.
 - To provide administrative support to senior meetings involving the Executive Team e.g. service committees, trade union meetings and other trust related groups. This will include confidential typing, arranging diaries, preparing & circulating agendas and taking minutes to support effective management and decision making.

Job Description

	To manage the HET Senior Leader and the Training & Development Centre Booking calendars in O365 including ensuring that the TDC is set up ready for training events and meetings.
	To take responsibility for the planning and organisation of trust events and meetings including booking venues, arranging transport / hospitality / IT, issuing invitations, compiling paperwork and overseeing financial matters.
	To be responsible for the effective administration of the HET O365 platform including calendars, MS Teams drives, document folders and the administration of the HET SharePoint.
	Monitor and manage office stock within an agreed budget and ensure the central office and TDC are stocked with the necessary hospitality goods to ensure all staff and visitors are accommodated well.
	To complete and submit complex forms and returns to outside agencies e.g. DfE, Gov.UK, LA as required.
	To support the Executive Team with general administration requirements e.g. bookings for training courses, travel and accommodation, expense claims, answering the telephone, distributing post, managing emails.
	To liaise with schools on a regular basis to coordinate events, trust activities and similar trust-led information, visiting school sites where needed.
	To develop new systems and processes to meet operational needs as they arise and to ensure the quality of information held.
	To be responsible for administering asset management for the central team, maintaining accurate records/database and raising issues of concern as necessary.
	To proactively ensure that the Get Information About Schools (GIAS) service is accurately updated with trustee information.
	To support with website compliancy across the Trust.
	To administer and report as required from Trust databases, acting as an admin contact for queries from schools as required.
Grant & Revenue Generation	
3.	To undertake research and identify opportunities for bid submissions within the education and business sectors.
	To develop relationships with local and national businesses for the benefit of schools and pupils.
	To write effective bids for grant funding, liaising with partners across the Trust as necessary, ensuring that bid documentation is clear, concise and compelling.
RESPONSIBILITIES:	
4.	Comply with and assist with the development of policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.
	Be aware of, support and ensure equal opportunities for all.
	Contribute to the overall ethos, work and aims of the Trust.
	Establish constructive relationships and communicate with other agencies and professionals.
	Attend and participate in regular meetings as required.

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Participate in training and other learning activities and performance development as required.

Recognise own strengths and areas of expertise and use these to advise and support others.

The Health and Safety at Work etc. Act 1974 and associated legislation places responsibilities for health and safety on the central team, as your employer and you as an employee. In addition to the employer's overall duties, the post holder has personal responsibility for their own health and safety and that of other employees; additional and more specific responsibilities are identified in the Health and Safety policy adopted by the central team.

GENERAL:

The above principal accountabilities are not exhaustive and may vary without changing the character of the job or level of responsibility. The post-holder must be flexible to ensure the operational needs of the central team are met. This includes the undertaking of duties of a similar nature and responsibility as and when required, throughout the various work places of the Trust.

DIMENSIONS:

1. Responsibility for Staff:

- None

2. Responsibility for Customers/Clients:

- Dealing with complex customer enquiries and providing service related information, providing for the safety and wellbeing of visitors to the central team.
- Providing advice and guidance on policy and procedure enabling the recipients to make informed choices.
- Have the ability to independently travel to all trust schools, as required but not routinely. This would be to support the central trust in a range of activities.

3. Responsibility for Budgets:

- The post holder monitors the delegated departmental budgets and ensures all expenditure is kept within budgetary limits.

4. Responsibility for Physical Resources:

- For the ordering, stock control, security and distribution of resources and required assets.
- For the upkeep and accuracy of the central team's information management systems.

WORKING RELATIONSHIPS:

1. Within Service Area/Section:

Teaching and support staff – health & safety, resources.
Central team – advisory and support.

2. With Any Other Central Team Areas

Central team network – advisory and support.

3. With External Bodies to the Central team

Contractors/suppliers – advisory and support.
Partnerships with media, external agencies and stakeholders.
Local community & businesses – advisory and support.

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ORGANISATION CHART:

Chief Executive Officer / Executive Team



Communications Manager

	Not applicable	Low	Moderate	High	Very High	Intense
PHYSICAL DEMANDS: Physical Effort and/or Strain – (tiredness, aches and pains over and above that normally incurred in a day to day office environment).	✓					
WORKING CONDITIONS: Working Conditions – (exposure to objectionable, uncomfortable or noxious conditions over and above that normally incurred in a day to day office environment).		✓				
EMOTIONAL DEMANDS: Exposure to objectionable situations over and above that normally incurred in a day to day office environment.		✓				



PERSON SPECIFICATION

PERSON SPECIFICATION				
The information listed as essential (the column that is shaded) is used as part of the job evaluation process. The requirements identified as desirable are used for recruitment purposes only. <i>*Codes: AF = Application Form, I = Interview, CQ = Certificate of Qualification, R = References (should only be used for posts requiring DBS's), T = Test/Assessment, P = Presentation</i>		Essential	Desirable	How identified
1.	Qualifications:			
	GCSE 5 x A*-C or equivalent including Maths & English Language	✓		AF, CQ
	Level 4 qualification in Administration / Business / Communications / Marketing or related field	✓		AF, CQ
	Level 5 qualification in related field or willingness to work towards		✓	AF, CQ
	Commitment to on-going professional development	✓		AF, I
2.	Relevant Experience:			
	Experience of managing communications to deliver a consistent brand.		✓	AF, I
	Experience of working to deadlines and for different managers simultaneously	✓		AF, I
	Experience of project or events management	✓		AF, I
	Experience of Office365 and other cloud-based platforms	✓		AF, I
	Experience of marketing platforms incl. social media and websites	✓		AF, I
	Experience of producing documents / publications / newsletters etc. to a high standard and on a variety of platforms	✓		AF, I
	Experience of working with electronic databases/systems		✓	AF, I
	Experience of working in a team and across multiple locations	✓		AF, I
	Experience of working with stakeholders and partners external to an organisation		✓	AF, I
	Experience of interpreting complex data and drawing conclusions		✓	AF, I
	Experience of bid writing		✓	AF, I
3.	Skills (including thinking challenge/mental demands):			
	Motivated to work in the education sector for the benefit of children and young people	✓		AF, I
	Able to form and maintain appropriate relationships with all stakeholders	✓		AF, I
	Demonstrates attention to detail in all aspects of work	✓		AF, I
	Excellent written and verbal communication skills with rigorous proof-reading ability	✓		AF, I
	Able to manage time sensitive and confidential information, including accurate minuting of meetings	✓		AF, I
	Creative with media platforms – can produce high quality documents and imaging	✓		AF, I
	Able to use ICT skills to analyse data	✓		AF, I
	Able to work using own initiative and to manage time and competing priorities	✓		AF, I
	Able to demonstrate a confident and approachable manner using tact, diplomacy and sensitivity	✓		I
4.	Knowledge:			
	Knowledge and commitment to safeguarding and promoting the welfare of children and young people	✓		AF, I
	Knowledge of Health & Safety within an administrative setting	✓		AF, I
	Knowledge of communication platforms and strategies		✓	AF, I

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5.	Interpersonal/Communication Skills:			
	Verbal Skills			
	Highly developed interpersonal skills	✓		AF, I
	Excellent communication and leadership skills	✓		AF, I
	Ability to establish credibility and build professional, effective working relationships with a range of partners/colleagues and children and young people	✓		AF, I
	The post holder is required to use basic courtesy, tact, clear articulation, influencing skills, negotiating and training skills, showing confidentiality and a skill to diffuse difficult situations when they arise	✓		I
	Written Skills			
	Excellent written skills, showing sensitivity and tact to all ranges of audiences	✓		AF
	Able to minute meetings effectively	✓		AF
	Able to produce a range of reports for the Leadership team and Trustees for day to day and long-term decision making	✓		AF, I
	Able to write bids and letters in a professional and formal tone	✓		AF, I
The requirements listed below are not considered during the job evaluation process but are essential requirements for the role that will be assessed during the recruitment process.				
7.	Disclosure of Criminal Record:			
	The successful candidate's appointment will be subject to the academy obtaining a satisfactory Enhanced and Barring List Disclosure from the Disclosure and Barring Service (if ticked as an essential requirement).	✓		DBS Disclosure
	If the post-holder requires a DBS disclosure the candidate is required to declare full details of everything on their criminal record.	✓		AF (after short listing)

Notes

This job description may be amended at any time in consultation with the postholder.

I have read and accept the role of Communications Manager.

Name:

Signed:

Date:



Work for Humber Education Trust

We value our employees

The following **benefits** are available to employees within our academies:

Financial

- Competitive Salary
- Teacher's Pension & Local Government Pension Scheme
- Occupational Sick Pay

Family Friendly

- Maternity, paternity and adoption leave
- Parental and dependent care leave
- Flexible working

Employee Benefits - Permanent Contracted Employees & Fixed Term

- Staff Wellbeing EAP - 24/7 Confidential counselling service
- Integrated GP service
- Physiotherapy
- SAS Gym and 12 week weight management programme
- Preparing parents programme
- Financial wellbeing support
- Discounts on high street brands and stores via online discount platform
- 20% Discounted Gym Membership - Hull City Council Leisure

Professional Development

- Continuous Professional Development for All Staff
- Access to Middle and Senior Leadership Courses
- Supportive staff, committed to improvement, who will work with you to achieve your goals

The opportunity to make a real difference to the lives of our students