



Pathfinder

Multi Academy Trust

JOB DESCRIPTION

COMMUNICATIONS OFFICER

GRADE & PAY: 7 - £22,923 to £25,320

HOURS: 37 per week

WORK PATTERN: Full Year

CONTRACT TYPE: Fixed Term for 1 Year Initially

REPORTS TO :

1. The MAT School Improvement Lead (also Assistant Director of the Pathfinder Teaching School).
2. Fortnightly meetings with the Executive Headteacher.

WORK LOCATION:

The post-holder will be based, initially at Archbishop Holgate's School but will also be required to work from and travel between the other schools in the Pathfinder MAT.

CONTEXT:

This is an exciting opportunity to play a key role in the further development of this high performing Multi Academy Trust

The Pathfinder Multi Academy Trust is a well-led and well organised Trust with a strong reputation throughout the local community. Formed in August 2016 the MAT is an inclusive partnership of like-minded Church and Community Schools, underpinned by a shared vision, common values and a commitment to providing outstanding education to all the young people we serve. By September 2017 it will comprise 8 schools with the potential to grow to 15.

The Pathfinder Multi Academy Trust has a strong reputation based on a shared ethos and values. As the Trust grows and looks to manage the significant demand to be part of our family of schools the Communications Officer will become an increasingly important role.

<p>1.</p>	<p>MAIN PURPOSE OF JOB</p> <p>To develop a clear strategic communications plan for the Trust and provide leadership on all aspects of both external and internal communication</p> <p>To identify, and pro-actively communicate with, all stakeholders, some of whom are set out in section 5, below.</p> <p>To support the MAT Board, MAT Executive Headteacher and Headteachers of individual MAT Schools by creating and delivering an internal and external annual communications plan for The Trust that will provide high quality public relations and communications provision across the Academy Trust.</p> <p>Key to this will be delivering internal and external communications that effectively communicate the vision and ethos synonymous with Pathfinder.</p>	
<p>2.</p>	<p>CORE RESPONSIBILITIES, TASKS & DUTIES:</p>	
	<p>i.</p>	<p>To ensure that all forms of communication reflect and deepen the vision, values and reputation of the Trust.</p>
	<p>ii.</p>	<p>To be the initial point of contact for all enquiries about the Trust. Establish and maintain clear and timely systems for response and dissemination of information. This may include responding to schools potentially interested in joining the Trust but also all media enquiries and crisis communications.</p>
	<p>iii.</p>	<p>Responsibility for the oversight and development of all electronic /social media communication. This will include:</p> <p><i>Management of the Pathfinder Multi Academy Trust Website, ensuring that this is an up to date, compliant and live medium of communication.</i></p> <p><i>Liaison and support for individual schools to ensure that all websites have a common format and reflect the ethos and values of the Trust.</i></p> <p><i>Management and development of the Trust Twitter account so that it reaches a wider audience and links with individual school and Teaching School accounts.</i></p> <p><i>Development and management of a MAT Facebook account to reach a wide audience and link with school accounts.</i></p> <p><i>Development of a monthly e-newsletter to share Trust messages and stories across the academies and key stakeholders</i></p>

iv.	<p>Responsibility for the oversight and development of all hard copy MAT publications. This will include:</p> <p><i>Development of the annual Trust Information Brochure</i></p> <p><i>Liaison and support for individual schools to ensure that all school prospectuses have a common format and reflect the ethos and values of the Trust.</i></p>
v.	<p>Source opportunities to put forward contributions to feature in the press. Monitor opportunities by keeping a record of forward features lists and liaising with key journalists to keep updated on planned activity. Ensure good news stories are regularly and widely reported both locally and nationally. As part of this build strong relationships with target media.</p>
vi.	<p>Keeping up to date with news opportunities within each of the Trust's schools that can create positive case studies for the target press and other channels</p>
vii.	<p>Manage the Trust half termly newsletter, publications, promotion of best practice, success stories, case studies and other internal documents. Linked to this ensure that key messages and stakeholder engagement are delivered through clear and accessible internal channels and support the ethos and values of the Trust.</p>
viii.	<p>To improve staff and parental engagement within our family of schools across the Trust by creating high quality internal communication material with an emphasis on writing timely, clear, concise and accurate copy for all stakeholders, being an advocate of plain English throughout. Key to this will be ensuring that the physical environment (including displays) in each Trust school communicates both the vision and values and key messages of the Trust.</p>
ix.	<p>Copywriting and proofreading for all documents, marketing materials and website to ensure they are of the highest quality.</p>
x.	<p>Work in partnership with the Teaching School and under the direction of the Assistant Director of Teaching School/MAT School Improvement Lead.</p>
xi.	<p>Develop and implement a 'new starter' guide for those joining the MAT. As part of this process work with new academies that join The Trust to develop a communications plan.</p>
xii.	<p>Daily monitoring of news and sharing regular updates of relevant education news</p>
xiii.	<p>Lead on the PR strategies for all Trust events and provide communication support for events/awards/forums. Produce presentations as required.</p>

	xiv.	Provide a half termly reports for all elements of Trust Communication, including PR coverage gained.
	xv.	Over time support the schools within the Trust to deliver their own communications effectively and offer additional support and guidance where needed. Provide PR guidelines and media lists to all schools which need to be kept up to date throughout the year
3.	SUPERVISION / MANAGEMENT OF PEOPLE	
	This post has no responsibility for the supervision or management of other staff; but the post-holder is required to work with minimal supervision.	
4.	CREATIVITY & INNOVATION	
	<p>Subject to minimal supervision, required to follow established MAT procedures, practices and routines, where these exist.</p> <p>Will be required to develop and implement procedures, practices and routines relating to MAT communications.</p> <p>Will be required to use initiative and bring a creative approach to developing a communications strategy for the MAT to include making improved use of social media to promote the MAT and its vision.</p> <p>Will be required to bring an innovative approach to promoting the Trust and all its schools in the most positive way</p> <p>Continually assessing and improving communication systems as necessary.</p> <p>Ability to give advice and seek information from staff and external contacts</p>	

<p>5.</p>	<p>CONTACTS & RELATIONSHIPS</p> <p>Stakeholder management in this pivotal, central MAT, role will involve liaising with the following groups to different degrees:</p> <ul style="list-style-type: none"> • INTERNAL TO THE MAT: <ul style="list-style-type: none"> <i>Members</i> <i>MAT Board of Directors</i> <i>Local Governing Committees</i> <i>Headteachers</i> <i>Staff</i> <i>Parents</i> <i>Students</i> • EXTERNAL TO THE MAT <ul style="list-style-type: none"> <i>Potential partner schools</i> <i>Regional School Commissioner</i> <i>Diocese</i> <i>Ministers</i> <i>Journalists</i>
<p>6.</p>	<p>DECISIONS – discretion & consequences</p> <p>Management / prioritisation of own workload</p> <p>Negotiation, problem solving, giving advice and seeking information.</p> <p>Working without close supervision and dealing with issues which will not always be subject to established procedures, practices and routines.</p> <p>Use of judgement to design, develop and implement modifications / variations to processes and working arrangements, to improve communications across the MAT</p> <p>Application of discretion when responding to enquiries so as not to commit any breaches of confidentiality or damage the MAT’s good reputation.</p> <p>The role the jobholder undertakes can have an effect on the efficiency of the operational management of the MAT</p>
<p>7.</p>	<p>RESOURCES – financial & equipment</p> <p>Normal Office Equipment</p>

<p>8.</p>	<p>WORK ENVIRONMENT – work demands, physical demands, working conditions & work context</p> <p>Work Demands The job will have a varied workload and will occasionally be required to work to deadlines and outside of normal office hours.</p> <p>Physical Demands This role is largely office based but sometimes involves moving around the school and occasionally working at and travelling between other schools within the MAT</p> <p>Working Conditions No unpleasant working conditions. Normal office environment</p> <p>Work Context There may be a risk of abuse from some pupils / parents and a risk from contagious illnesses</p>
<p>9.</p>	<p>KNOWLEDGE & SKILLS</p> <p>A relevant degree – for example in the areas of English, Journalism, Marketing, Communications, Media, Business Administration, Management.</p> <p>Highly developed literacy skills – ability to produce written text with accuracy and clarity for a variety of documentation, media and audiences.</p> <p>Excellent communication and interpersonal skills, at all levels.</p> <p>Strong ICT skills, including a well-developed understanding of social media and how to use it to maximum effect for the organisation.</p> <p>A proactive approach with the ability to generate new ideas and carry them forward.</p> <p>Able to prioritise work to meet deadlines; efficient organisational skills.</p> <p>Able to establish positive working relationships with a wide range of key stakeholders.</p> <p>Flexible approach to cross-school working. Able to travel independently between establishments within the Trust</p> <p>An understanding of child protection / safeguarding issues.</p>
<p>10.</p>	<p>Position of Job in Organisation Structure</p> <div style="text-align: center;"> <div data-bbox="424 1742 948 1823" style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> <p>Job Reports to MAT School Improvement Lead</p> </div> <div style="margin: 5px 0 5px 100px;"> </div> <div data-bbox="335 1901 1046 2022" style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> <p>THIS JOB Communications Manager</p> </div> </div>