



## **BISHOP CHADWICK CATHOLIC EDUCATION TRUST**

### **Job Description**

**POST TITLE:** Communication and Marketing Manager

**GRADE:** Band 8

**RESPONSIBLE TO:** Chief Operating Officer

### **Overall Objective of the Post:**

To be the Trust strategic lead, developing and delivering an effective Communication and Marketing Strategy and Service supporting the Board of Trustees and Executive team in ensuring the highest standards across the Trust in a cohesive way.

### **Key Tasks of the Post:**

**1. *You will be responsible for leading communication and marketing across the Trust.***  
***You will:***

- Design, develop and implement a clear communication and marketing strategy.
- Lead on all internal and external communication strategies
- Manage and fully embed the Trust brand and image, setting clear guidelines across all aspects of communications e.g. internal and external usage, signage, digital platforms and print materials.
- Prepare and deliver individual school marketing strategies, co-ordinating with relevant stakeholders.
- Be the Trust point of contact for all internal and external stakeholders.
- Be an integral part of the development of the intranet implementation working closely with key contacts in the central team.
- Manage and coordinate the digital footprint of the Trust and its schools working closely with the Cloud Services Designer and wider IT team.
- Lead on public relations and media strategies achieving local, national and professional profile, building positive relationships with press and PR contacts and ensuring well written copy where necessary, liaising with external partners when in place.
- Provide regular updates to the Board of Directors on all external press coverage.
- Work in partnership with key colleagues within the Trust to support Trust-wide and school events e.g. results days, open days, staff awards, promotions which may outside of normal working hours.
- Work effectively with the HR team around Trust promotional campaigns such as employee

engagement activities.

- Work with the Data lead to effectively communicate Trust and school data dashboards to all necessary audiences.
- Work with colleagues to ensure Trust and school websites are kept up to date and ensure that Directors and schools have published all legally required information.
- Provide reports to the Board of Directors/Local Governing Committees where required.
- Lead, develop and implement an annual communication and marketing calendar across the Trust.
- Drive collaborative marketing initiatives and cross-promotions with sectoral or project partners.
- Design and deliver training to internal stakeholders where required.
- Liaise and work in partnership with the Diocese when required.
- Work collaboratively as part of the Trust central team and in partnership with colleagues across our schools to deliver the Trust communication and marketing strategy.
- Undertake due diligence on incoming schools to the Trust
- Build an internal network across all schools to develop social media activity.
- Ensure compliance to GDPR policies and procedures.
- Support the development of new ways of working by challenging existing practices.

**2. You will be responsible for delivering your work programme. You will:**

- Effectively manage your workload, yourself and your personal development.
- Effectively lead the communication and marketing team working with any external agencies and suppliers
- Establish effective working relationships with all stakeholders
- Demonstrate total professionalism, propriety and value diversity.

**3. You will be responsible for making a corporate contribution. You must:**

- Understand the Trust strategic priorities and how your role contributes to them.

All employees have a responsibility to undertake training and development as required. They also have a responsibility to assist, where appropriate and necessary, with the training and development of fellow employees.

All employees have a responsibility of care for their own and others' health and safety.

The above list is not exhaustive and other duties may be attached to the post from time to time. Variation may also occur to the duties and responsibilities without changing the general character of the post.

Reference: EHN

Date: Oct 21

