

Applicant Information Pack



Bishop Chadwick
Catholic Education Trust



Communication and Marketing Manager

Bishop Chadwick Catholic
Education Trust

Better Schools
Better Communities
Better Futures in Christ

www.bccet.org.uk



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Welcome

from the Chair of the Trust

Delivering on the Diocese of Hexham and Newcastle's policy to strengthen and develop Catholic education, Bishop Chadwick Catholic Education Trust will comprise 34 schools by July 2022.

To ensure that the children and young people in our schools receive the very best educational opportunities and life fulfilling experiences, our Trust is led by a strong and effective Board of Directors who collectively support and challenge schools within the Trust to achieve excellence.

Our education philosophy is based strongly on partnership where home, school, parish and the wider community work closely to enable each individual to fulfil their God given potential. Every pupil, member of staff and parent is an equally valued member of our community.

We welcome your interest in joining our family.



Mr Daniel O'Mahoney
Director (Chair)



Welcome

from the Chief Executive Officer

Dear applicant

Thank you for the interest you have shown in the post of Communication and Marketing Manager

This is an exciting opportunity for an experienced communications professional to join the Trust central team, leading on the delivery of an effective communications and marketing strategy and service.

The community of Bishop Chadwick Catholic Education Trust is a living body made up of many parts. Our academies work collaboratively as we seek to achieve cohesion without uniformity, understanding that each one is a unique community. Schools are at the heart of communities and our academies provide the opportunity to achieve academic excellence, contribute hugely to the development of our communities and show the face of Christ to all.

Our Trust passionately believes that every person should have the opportunity to become the best version of the themselves and by working in partnership we can achieve great things. Working as part of the Trust central team, you will act as the strategic lead on all aspects of communication and marketing, supporting the Board of Trustees and Executive team in ensuring the highest standards across the Trust in a cohesive way. If this interests you, I hope you will take the opportunity find out more about us via our website www.bccet.org.uk

I welcome you to contact the team if you have any questions or queries, details for which can be found in the supporting information section of this pack. This is an important role within our Trust to work as a team to create Better Schools, Better Communities and Better Futures in Christ.

I look forward to reading your application.



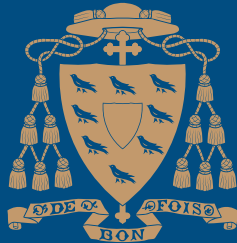
Mr Brendan Tapping
Chief Executive Officer





Vision and Values

As a family of schools inspired by Christ, we aim to enable each individual to fulfil their God given potential. Excellence for everyone through learning, respect and partnership is at the heart of our Trust.



Excellence

Achieve excellence in everything we do.

Respect

Created in the image of Christ and treated with equity and fairness.

Gifts

Support and encourage all members to enable them to fulfil their potential.

Community

One spirit, one community, one team.

Celebration

Recognition and acknowledgement of all our successes.

Aspiration

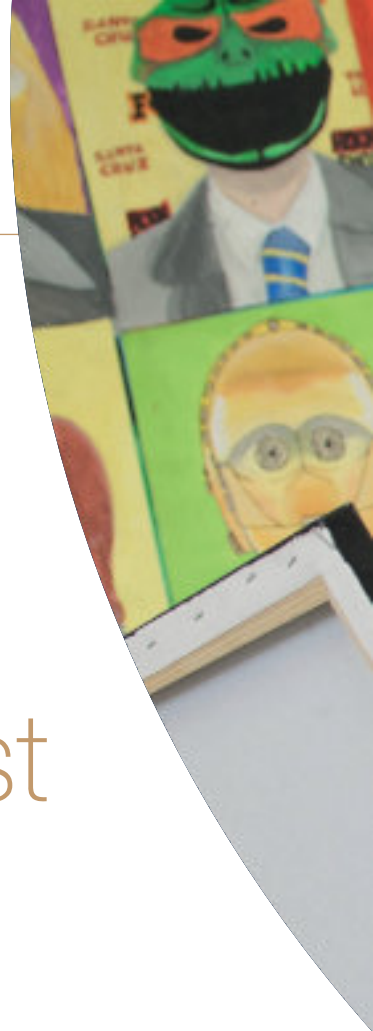
Supporting people to be the best they can be, ensuring that the needs of every individual are met.

Better Schools Better Communities Better Futures in Christ

Our Trust is rooted in the Catholic faith. Our Trust's community lives by Gospel values and takes inspiration from our historical links to Northern Saints, the Sisters of Mercy, the Christian Brothers and Bishop Chadwick.

Working in partnership with the Diocese of Hexham and Newcastle, our parishes, the Local Authorities in which our schools are located and our communities, we will help to make the areas we serve to be better places to live and work.

Our Trust includes both Primary and Secondary Schools serving the communities of East Durham, South Tyneside and Sunderland along the A19 corridor.





The schools in the Trust have a rich Catholic heritage, with many serving former mining and shipbuilding communities, with some of the areas, still undergoing a period of economic regeneration.

The priority of the Trust is one of achieving “excellence for all”, which is rooted in the Gospel value of the intrinsic value of the individual and the need for everyone to be treated with respect. We strive to enable each individual to be the “best possible version of themselves”.

The family of schools in Bishop Chadwick Catholic Education Trust



East Durham

- **Our Lady of Lourdes Catholic Primary**
- **Our Lady of the Rosary Catholic Primary**
 - Our Lady Star of the Sea RC Primary
 - **St Bede's Catholic School**
 - **St Cuthbert's Catholic Primary**
 - **St Godric's Catholic Primary**
- **St Joseph's Catholic Primary, Blackhall**
 - St Joseph's RC Primary, Murton
 - St Mary Magdalen RC Primary
 - **St Mary's Catholic Primary**

South Tyneside

- **SS Peter and Paul Catholic Primary**
- **St Aloysius' Catholic Junior**
- **St Aloysius' Catholic Infant**
- **St Bede's Catholic Primary, Jarrow**
- **St Bede's Catholic Primary, South Shields**
 - St Gregory's RC Primary
- **St James' Catholic Primary**
- **St Joseph's Catholic Academy**
- **St Joseph's Catholic Primary**
- **St Mary's Catholic Primary**
 - St Matthew's RC Primary
 - St Oswald's RC Primary
- **St Wilfrid's RC College**

Sunderland

- English Martyrs RCVA Primary
- **St Aidan's Catholic Academy**
- St Anne's RC Primary
- **St Anthony's Girls' Catholic Academy**
- St Benet's RC Primary
- St John Bosco RC Primary
- St Joseph's RC Primary
- **St Leonard's Catholic Primary**
- St Mary's RC Primary
- **St Patrick's Catholic Primary**

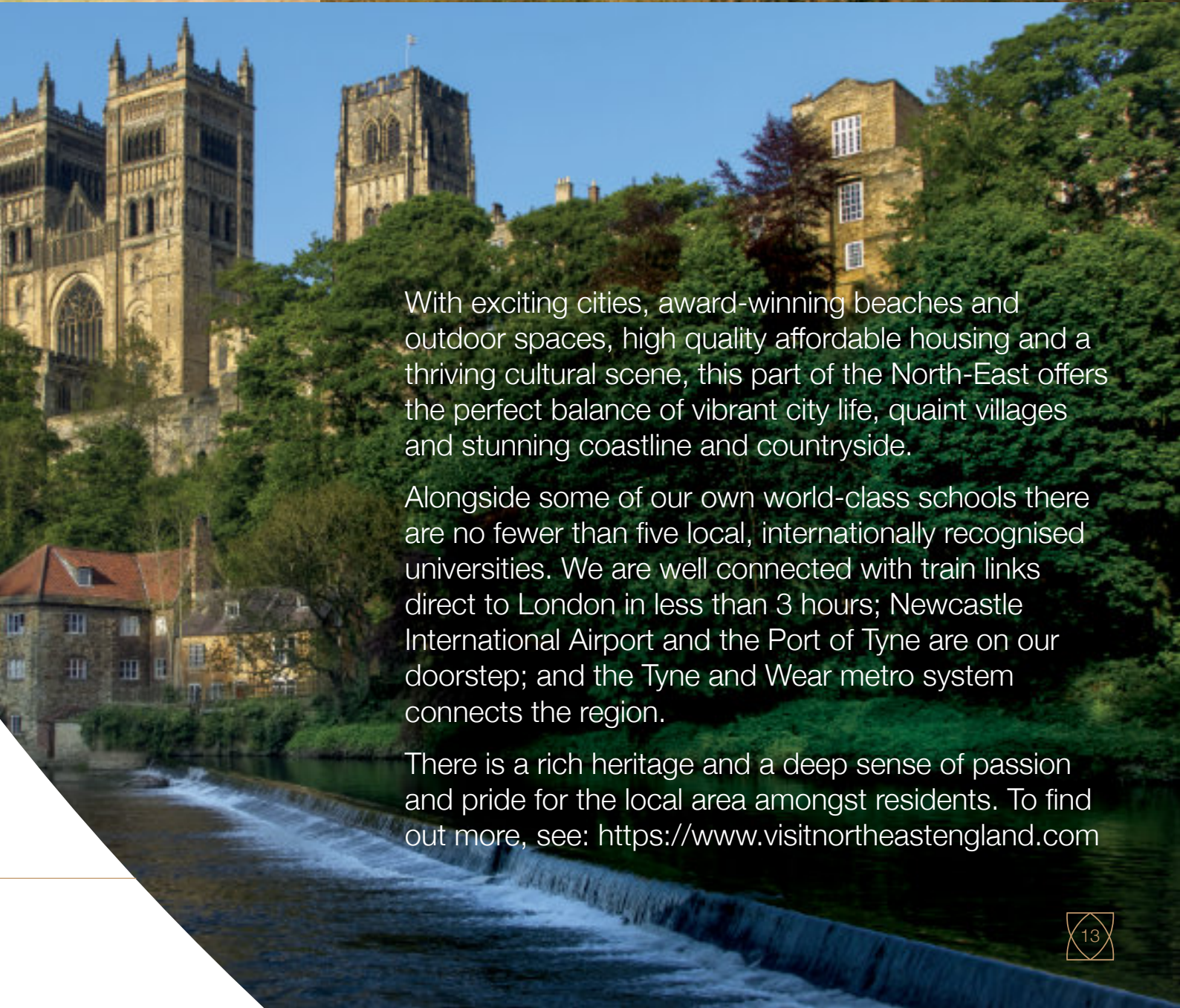
* Those schools in bold are already part of
Bishop Chadwick Catholic Education Trust

Local Area

Our schools are based in the towns and villages of East Durham; the metropolitan borough of South Tyneside; and the city of Sunderland.

Stretching approximately 20 miles along the coastline of the North East, the area is renowned for its natural beauty and friendly welcome.





With exciting cities, award-winning beaches and outdoor spaces, high quality affordable housing and a thriving cultural scene, this part of the North-East offers the perfect balance of vibrant city life, quaint villages and stunning coastline and countryside.

Alongside some of our own world-class schools there are no fewer than five local, internationally recognised universities. We are well connected with train links direct to London in less than 3 hours; Newcastle International Airport and the Port of Tyne are on our doorstep; and the Tyne and Wear metro system connects the region.

There is a rich heritage and a deep sense of passion and pride for the local area amongst residents. To find out more, see: <https://www.visitnortheastengland.com>

About Us

The aim of Bishop Chadwick Catholic Education Trust is to provide an outstanding education for all pupils attending schools within the Trust.

We have a centralised model with central services staff working closely in partnership with colleagues in each of our schools. Functions within this service include: finance, HR, IT, marketing and communication, estates, procurement, policy, catering, chaplaincy and attendance as well as school improvement support.

The Trust is committed to adhere to the School Teachers Pay and Conditions Document, as long as it is in existence, and will continue to follow local and national pay and conditions for support staff.

We invest in our staff and pupils to be the very best version of themselves through performance management and supporting training and development opportunities to enhance skills. Nurturing talent and succession planning are at the heart of our strategy for developing the leaders of future Catholic education.



As a Trust, we are committed to supporting our employees wellbeing. We are in the development phase of creating our own bespoke workload charter through a group of employees who represent all schools and professions within the Trust.

As part of our commitment to recruit and retain highly effective and committed teachers, Bishop Chadwick Catholic Education Trust was one of only five education trusts in the early roll out areas to partner with Teach First in the design and delivery of their Early Career Framework.

Job Description

POST TITLE:
Communication and Marketing Manager

GRADE:
Band 8

RESPONSIBLE TO:
Chief Operating Officer

OVERALL OBJECTIVES OF THE POST:

- To be the trust strategic lead, delivering and developing 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.
- Be an integral part of the development of the intranet implementation working closely with key contacts in the central team.
- 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.

Person Specification

Communication and Marketing Manager



Bishop Chadwick
Catholic Education Trust

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
Educational Attainment	<ul style="list-style-type: none"> NVQ Level 4 qualification in relevant discipline or equivalent relevant experience for the role 	<ul style="list-style-type: none"> Educated to degree level 	<ul style="list-style-type: none"> Application form Certificates
Work Experience	<ul style="list-style-type: none"> Significant marketing and communications experience Experience of developing and managing successful marketing campaigns Experience of writing for different audiences for a variety of different media, including print and digital Digital marketing experience and confidence in using of a range of social media platforms such as Facebook, Twitter, Instagram Experience of successfully building relationships within internal and external stakeholders at all levels Experience of utilising IT systems, including Microsoft Office packages. Experience of preparing reports and presentations Experience of managing a varied workload and working to tight deadlines 		<ul style="list-style-type: none"> Application form Selection tests/ Interview References
Knowledge/ Skills/ Aptitudes	<ul style="list-style-type: none"> Excellent leadership skills Excellent interpersonal skills and organisational skills Excellent numeracy/ literacy skills Strategic thinker and implementation skills Knowledge of SEO techniques Knowledge of the Education Sector Knowledge of Keeping Children Safe in Education Ability to problem solve and anticipate issues Ability to lead difficult conversations, contentious issues Creative thinker with innovative approach Ability to facilitate meetings Ability to adapt to the environment or circumstances 	<ul style="list-style-type: none"> Knowledge in performance management systems 	<ul style="list-style-type: none"> Selection Tests/ Interview References
Disposition	<ul style="list-style-type: none"> Committed to the Catholic Ethos of the trust Ability to relate well to children and adults Able to work under pressure and meet competing deadlines Personal resilience Professional and respectful approach Confident and assertive Able to maintain confidentiality in line with GDPR requirements Able to work on own initiative as well as part of a team Flexible approach to work Willing to participate in training and development Able to motivate self and others Committed to the Principles of Equality and Diversity Commitment to safeguarding and promoting the welfare of children and young people 		<ul style="list-style-type: none"> Interview References
Circumstances	<ul style="list-style-type: none"> Enhanced DBS clearance Ability to attend meeting outside of office hours as the post requires Can meet the travel requirements of the post (multi-site visits where necessary) 		<ul style="list-style-type: none"> DBS check

Supporting Information

HOW TO APPLY

Completed application forms should be submitted by email to recruitment@bccet.org.uk by 9am on Friday 22 October 2021. Emailed applications are required and CV's will not be accepted.

SELECTION PROCESS

Interview and selection process to be arranged.

SALARY

The salary for the post is £40,876 per annum (pay award pending) (Band 8) of the National Joint Council pay spine for Local Government Employees / School Teachers Pay and Conditions Document. You will be paid monthly on the 25th of each month.

PENSION

On joining the Trust you will automatically be included into the Local Government Pension Scheme (LGPS) / Teachers Pensions Scheme (TPS) unless you are employed on a contract for less than 3 months. If you are already a member of the LGPS / TPS or another pension scheme you can apply for your pension to be transferred, you only have 12 months to do this. A Pension contribution is deducted from your monthly pay depending on your annual salary.

MEDICAL CLEARANCE

Your appointment is subject to pre-employment medical clearance. If you are successful at interview you will be issued with a medical questionnaire that must be completed and returned before your appointment can be confirmed.

ANNUAL LEAVE

For non-term time only support staff (those working a full year), your annual leave entitlement will be 25 days if you have less than 5 years continuous service or 30 days if you have more than 5 years continuous service. If you begin your employment during the year you will be entitled to a proportion of the annual leave entitlement. Annual leave is to be taken during school closure periods. There is a requirement to use annual leave from your entitlement to cover the two week school closure period over Christmas and New Year (minus the bank holidays).

NOTICE PERIODS

Notice periods are in accordance with the School Teachers Pay and Conditions Document.

TEACHING STAFF

- to leave by 31 December, notice must be given before 31 October;
- to leave by 30 April, notice must be given before 28 February;
- to leave by 31 August, notice must be given before 31 May. Headteachers and Senior Executive staff (Leadership)
- to leave by 31 December, notice must be given before 30 September,
- to leave by 30 April, notice must be given before 31 January,
- to leave by 31 August, notice must be given before 30 April.

For support staff, the minimum period of notice you must give the Trust depends upon the grade for your post and will be set out in your contract of employment. The standard notice period is 1 month. Employees paid Spinal Column Point 33 are required to provide 2 months notice.

PROBATION

If you are a new entrant to the Trust your appointment is subject to a probationary period of 6 months. You need to satisfactorily complete this probationary period before your appointment can be confirmed.

WORKING HOURS

The working week for support staff will be one of 37 hours.

TERMS AND CONDITIONS

Your terms and conditions of employment are those laid down by the National Joint Council for Local Government Services / Teachers Pay and Conditions Document.

QUERIES

For an informal and confidential discussion on this post, please contact Emma Harrison, eharrison@bccet.org.uk to arrange a confidential discussion.

GENERAL

Application forms will not be acknowledged. If you do not hear from us within 6 weeks of the closing date you can presume that your application has been unsuccessful. Should this be the case we would like to thank you for the interest you have shown in the post.

*the above supporting information for central support staff is based on South Tyneside terms and conditions.





Bishop Chadwick
Catholic Education Trust

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