

We Are Hiring

HEAD OF MARKETING & COMMUNICATIONS

Creativity

Holistic Education

Open-Mindedness

Individuality

Location:	Central Office, South and East School Offices
Responsible To:	Director of Education
Salary:	From £ 35,811.32 FTE per annum
Hours	Monday - Wednesday 8.30am - 4.30pm Thursday 8.30am - 6.00pm Friday 8.30am - 4.00pm

Summary of the Role

The Head of Marketing and Communications leads the development and delivery of TCW's marketing and communications strategy, raising the profile of the charity, its schools, subsidiaries and wider activities, while ensuring clear, inclusive and consistent communication across all audiences: students, staff, parents/carers, trustees, referrers, partners and the wider public.

The postholder will manage internal information systems, oversee public relations, digital channels and content creation and ensure all communications and marketing activity reflect the organisation's mission and values.

Key Responsibilities:

Lead marketing activity to support TCW's growth and national profile

- Develop and deliver a marketing strategy that supports TCW's vision, including its expansion plans, ensuring new sites, provisions or services are promoted effectively to relevant audiences
- Lead the marketing and promotion of all areas of TCW's work, including external training, speaking engagements, social enterprise activities, tailoring materials, digital presence and campaigns to grow engagement and uptake among relevant audiences.
- Build and deliver a proactive referrer marketing strategy, growing awareness and relationships with new and existing referrers
- Raise TCW's profile as a nationally recognised name within Alternative Provision and creative education, including thought leadership, media opportunities and sector visibility
- Represent and market TCW at conferences and sector events, including preparing materials, stands, presentations and follow-up engagement
- Track and report to the Executive team on marketing activity against agreed KPIs (e.g. enquiry conversion, referrer growth, campaign reach), reporting on a regular cadence and using data to refine ongoing strategy
- Build relationships with education and trade press to secure media coverage and press opportunities
- Identify and lead submissions for relevant sector awards, to raise TCW's profile and recognise staff and student achievement
- Develop alumni and leaver destination tracking and impact stories, for use in marketing, funder and trustee reporting

Develop and maintain the TCW brand, website and digital presence

- a. Define and oversee the brand policy, ensuring alignment with organisational values and identity, and work with the Executive Team to develop the brand, image and tone of the charity and schools
- b. Oversee internal branding, ensuring staff and students have a consistent and clear understanding of the organisation and feel connected to its mission as a charity
- c. Maintain and regularly update the school website, ensuring all statutory and key information is current and accessible and that it supports wider marketing goals
- d. Manage the school's presence on social media platforms in line with the school's communication strategy and safeguarding policy, growing reach and engagement
- e. Plan and deliver digital marketing campaigns (e.g. paid social, email marketing) to support expansion, training, social enterprise activities and referrer goals
- f. Generate promotional material for the charity and schools
- g. Manage a marketing database/CRM, segmenting contacts (e.g. parents/carers, referrers, alumni) to support targeted campaigns
- h. Monitor website analytics and SEO performance, using insight to improve visibility and engagement
- i. Own and manage the marketing budget and spend, including supplier and agency relationships
- j. Maintain a brand asset library/digital asset management system, so approved logos, templates and images are accessible to staff across sites

Deliver a clear communication strategy and oversee content creation

- a. Design a consistent communications approach for all key stakeholders (staff, students, parents/carers, trustees, referrers and the public) that articulates the shared vision and values of the charity and schools
- b. Oversee internal information systems, including newsletters and bulletins, ensuring information flows smoothly across departments and staff are kept informed of key updates
- c. Monitor national and local news events and changes in education legislation that may be significant to our students, identifying where recognition or an appropriate internal response (e.g. assemblies, communications materials) is needed
- d. Oversee all external communication, including public relations, newsletters and outreach to referrers and parents/carers
- e. Work alongside the SEND team to ensure communications are accessible, and devise and deliver training and guidance to staff on communication best practice
- f. Develop and implement a framework for capturing and responding to the voices of students, staff and other stakeholders
- g. Create and quality assure communication and marketing content across the charity and schools (including group emails, online assemblies, speeches, handbooks, parent/carer packs, case studies and campaign materials), working with the Film Production Coordinator on video and film content, and ensuring it meets TCW's brand guidelines, tone of voice and visual identity
- h. Collate and celebrate work and content from across the staff and student bodies
- i. Maintain an auditable, GDPR-compliant record of consent for all materials and images generated or used by the organisation, in line with data protection requirements
- j. Generate images and case studies for use in publicity, reports, inspections and marketing campaigns
- k. Design and run stakeholder surveys (e.g. parent/carer, staff or referrer satisfaction) and report findings to inform the communications and marketing strategy

Support the Executive Team and Board on communications, PR and reputation

- a. Act as strategic advisor to the Executive Team on communications and marketing matters, offering insight into stakeholder perceptions, media positioning, sector trends and reputational risks
- b. Develop and maintain a written crisis communications plan, including media training for designated spokespeople
- c. Lead communication response during emergencies or sensitive issues, ensuring timely and appropriate messaging, and monitor public perception of the school to proactively manage reputational risk
- d. Support the Executive Team's engagement with key stakeholders (donors, trustees, partners, government officials and the media), preparing speeches, briefings, statements and briefing packs
- e. Manage the Executive Team's public profile, including published content (e.g. blogs, opinion pieces, interviews), and coordinate media opportunities
- f. Provide communications and presentation support to the Executive Team for Board of Trustee reports, updates and other materials, as required.
- g. Support donor communications, funding appeals and impact reports, working with fundraising colleagues where relevant

Support recruitment and departmental responsibilities

- a. Be part of the recruitment team, creating job adverts and job descriptions and developing new approaches to attract talent, promoting adverts across appropriate platforms in line with the organisation's tone of voice and safeguarding standards
- b. Assist in shortlisting and interviewing candidates, using agreed criteria to support fair and efficient recruitment
- c. Be part of the Heads of Department team, representing your area of responsibility in management meetings and promoting TCW's ethos and values in all work
- d. Oversee the creation, development and maintenance of policies and procedures relating to your areas of responsibility and write a half-termly report reviewing the department's work for the Executive Headteacher
- e. Line manage staff as required in TCW and its subsidiaries, including the Film Production Coordinator and the Café Manager
- f. Deliver and attend training as required, support the smooth running of school events (e.g. assemblies and the annual showcase), and undertake general administrative and ad-hoc duties reasonably expected of the role
- g. Be trained in DSL-approved safeguarding and follow all safeguarding policies and procedures to protect students

Person Specification:

Essential:

- An honours degree or equivalent professional qualification
- Demonstrable experience in marketing, including campaign planning, delivery and evaluation
- Experience managing social media and digital marketing channels, including using analytics to inform decisions
- Experience working in communications, PR and/or recruitment
- An experienced and talented writer, confident across both marketing and communications content
- Experience developing and maintaining a brand identity
- Experience of working creatively and generating original campaign or content ideas
- Outstanding verbal communication skills and confidence representing an organisation externally, including at events and conferences
- Shares a vision to make a difference to young people's lives and understands the difference this role can make
- A thorough, accurate and well-organised approach, with strong attention to detail, administration skills and the ability to plan and multitask effectively
- Able to work independently and with initiative
- Adaptable and flexible, comfortable working under pressure in a fast-growing organisation and willing to embrace change to improve efficiency
- A team player able to develop effective relationships and work in partnership with others
- Good knowledge of Microsoft Office packages, Gmail, Google Drive and common marketing/design or social media scheduling tools
- Personable, professional and courteous, with an excellent telephone manner
- An enthusiastic, positive and proactive attitude to work
- Able to be discreet, loyal and handle confidential material

Desirable:

- Experience marketing training, education or hospitality/café-style offers
- Knowledge of education systems and/or Alternative Education
- Experience of working in Alternative Education
- Experience building a brand or organisation's profile from a regional to a national level
- Experience of working in a creative environment or have a creative background
- Experience of working in a charity

The job description is not an exhaustive list and there may be times when the Chief Executive Officer or Executive Headteacher will require certain tasks to be undertaken that may not be listed here. These will always fall within the policies and procedures of TCW and within the remit of what may be expected in your role. There will always be a discussion between all parties on whether the successful candidate feels they can manage these extra tasks.

Extra Information

This is a salaried full time position. This role is only expected to work in the office during term time with the exception of an additional 10 specified, out-of-term office days (dates TBC in advance of the commencement of the school year or upon request). Official leave is 20 days per annum (to be taken out of school time) plus bank holidays. During periods of school closure, it is expected that the role will maintain a commitment to fulfilling the responsibilities of their position, managing their own time and workload, while remaining fully contactable unless on annual leave. This role may also be entitled to up to 5 days unpaid term-time leave per annum, to be taken in blocks of no more than 2 days at the discretion of the Executive Headteacher.

The working hours are based on 08.30-16.30 with a 30-minute lunch break weekdays with some planning, preparation, reports, admin and meetings taking place outside of these hours. TCW reserves the right to hold meetings, social events and performances after these hours, which you would be expected to attend. This includes weekly Tuesday and Thursday training sessions, which run 4:30-6.00pm and the TCW showcase. Dates are provided at the beginning of every new academic year.

This role is classed as a category 3 role, meaning it is largely strategic and distanced from students, so semi-regular working from home may be granted on certain days (usually with staff in person at least 4 days per week) subject to prior written approval and operational needs. Remote working may not be granted at the Company's discretion where in-person attendance is required, such as for specific meetings, events or a company-wide change in policy.

This role will be directly managed by one of the Directors with performance reviews happening in line with the appraisal policy. It is expected that the successful candidate will follow the policies and procedures of TCW at all times and conduct themselves in a manner that is deemed acceptable and appropriate by the CEO and Headteacher of TCW in accordance with the staff handbook.

All members of staff will be required to meet the Ofsted criteria of good and always aim for outstanding as depicted in the Ofsted guidelines. Staff will be required to attend extra, unpaid training if they do not meet the criteria for good.

THE POST HOLDER WILL BE SUBJECT TO AN ENHANCED DISCLOSURE AND BARRING SERVICE (DBS) CHECK

We are committed to safeguarding and promoting the welfare of children, young people and adults at risk. We expect all staff and volunteers to share this commitment.