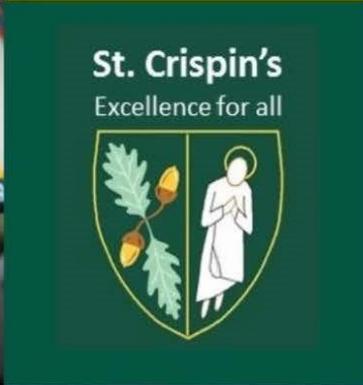


# Recruitment Pack



## Communications Manager



St. Crispin's School is part of The Circle Trust, company number 11031096  
Registered at St. Crispin's School, Wokingham, Berkshire, RG40 1SS Tel: 0118 978 1144



## Communications Manager

### St. Crispin's School

Headteacher:

Ginny Rhodes

NOR 1274, 11-18

Mixed Comprehensive, London Road, Wokingham, Berkshire RG40 1SS

Tel: 0118 978 1144

[www.crispins.co.uk](http://www.crispins.co.uk)

**Term-time only + 10 days, 37 hours / week**

**Flexible / home working considered**

**For September 2022**

**Grade 6 Support Staff Pay Scale**

**Keen to use your great communication skills in a flexible role that suits your lifestyle?**

Are you flexible and creative with great attention to detail?

We require a Communications Manager to coordinate marketing and communications for our school. If you thrive in a fast-paced environment and want to play a key part in our school community we would love to hear from you.

St. Crispin's School is a happy and oversubscribed 11-18 mixed comprehensive school. Our school motto is "Excellence for All" and this encapsulates our commitment to do the very best for both students and staff.

**To apply:** Please complete the application form available at [www.crispins.co.uk/vacancies](http://www.crispins.co.uk/vacancies) and email to Mel Knight, PA to Headteacher [knightm@crispins.co.uk](mailto:knightm@crispins.co.uk)

**Closing date:** 9 am, Friday 8<sup>th</sup> July

**Interviews:** tba

**For more information:** Mel Knight on 0118 978 1144 or email: [knightm@crispins.co.uk](mailto:knightm@crispins.co.uk)

This school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Appointments are subject to enhanced DBS clearance and satisfactory employment references.



## Job Description

**Job Title**                      **Communications Manager**

**Salary**                              Grade 6 - Actual starting salary - £22,863 - £26,240 depending on experience

### Terms and conditions

Contract:                              Term-time only + 10 days, 37 hours / week (flexible working considered)  
Hours of work:                      5 days - 37 hours per week  
Notice period:                      One month  
Probationary period: Six months from start date

### Aim and main purpose of the job

To lead, manage and deliver all marketing, communications and PR activities across St. Crispin's School, positively promoting the school and providing well targeted, engaging, timely content to all internal and external stakeholders.

### General Accountabilities

- To act as a role model in St. Crispin's School through own excellent participation in the delivery of targeted communications to all key stakeholders
- To positively represent St. Crispin's School with all stakeholders, visitors and external partners
- To follow statutory guidance and School policies including child protection, safeguarding and GDPR
- To carry out tasks as reasonably required by the Executive Headteacher.

### Specific Accountabilities

- Create online, digital, social media, print and AV communications (including brochures and ad hoc presentations) delivering targeted, engaging content
- Be the lead for parental engagement with development and integration of new online parent portal
- Manage the content of St. Crispin's School website – training provided
- Liaise with press
- Manage key school events.

### Details of Line Management

- The post of Communications Manager is line managed by the School Business Manager
- The post of Communications Manager has no line management responsibility for other staff
- This description only contains the main accountabilities relating to this post and does not describe in detail all the tasks required to carry them out. All members staff are expected to be flexible to ensure the most effective organisation and delivery of support to St. Crispin's School.

### Notes:

Whilst every effort has been made to explain the accountabilities of this post, each individual task undertaken may not be identified.

This job description is current, but following consultation with you, may be changed by the Executive Headteacher to reflect or anticipate changes in the job which are commensurate with the salary and job title.

Post holder's signature \_\_\_\_\_

Date \_\_\_\_\_





## Person Specification

Key Criteria	Essential	Desirable
Qualifications and Training	<p>High level of computer literacy (including MS Office 365 applications, School Information Management Systems)</p> <p>Experience of using website content management systems e.g. WordPress – training can be provided</p> <p>Online graphic design application experience e.g. camva</p> <p>High level literacy skills with a flair for copywriting</p>	
Competence Summary (knowledge, abilities, skills, experience)	<p>Experience of marketing communications</p> <p>Able to prioritise own workload and manage competing deadlines</p> <p>Able to work on own initiative and constructively as part of team</p> <p>Good personal communication skills</p> <p>Strong attention to detail e.g. proof reading of copy</p>	Experience of working within a learning environment.
Work related personal requirements	<p>Able to respond flexibly and adapt to changing and challenging circumstances and deadlines</p> <p>Willingness on occasion to work out of hours to deliver time critical communications</p> <p>Capacity to be innovative, seeking new marketing methods and communication media</p>	

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	<p>Able to persuade, negotiate and influence others</p> <p>Ability to maintain strict confidentiality</p>	
Other work requirements	<p>Ability to evaluate own development needs and those of others and seek learning opportunities to address these, share knowledge with others and encourage their development.</p>	

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## About us

St. Crispin's is a mixed comprehensive secondary school. We offer students of all abilities and interests the opportunity to be the best they can. Ofsted describe us as a good school with outstanding leadership and exemplary student behaviour.

We believe in promoting excellence, while providing an atmosphere in which our students can learn, enjoy, grow and show support to others. We have a strong focus on the basics: excellent learning and teaching, a safe disciplined environment and an ethos which promotes the highest aspirations. Good qualifications are the key to a young person's future success and for this reason, they are our main priority. Nevertheless, developing young people to become well rounded, articulate, confident and happy is of equal importance.

We have a team of committed staff that provides support, challenge and expertise, enabling every student to achieve.

On 1st February 2018, St. Crispin's converted to an academy and became part of [www.thecircletrust.co.uk](http://www.thecircletrust.co.uk).

Our trust was created to serve the local area and be geographically committed to surrounding counties. It was borne out of a desire that all children and young people have an excellent well-rounded education and flourish in first-rate schools where the best teaching, the best facilities and the most up-to-date resources are made available to them.



### Policy Statement

To view our Recruitment Privacy Policy please see link below:

[St Crispin's School Recruitment Privacy Policy](#)

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