

## JOB DESCRIPTION

<b>Job title:</b>	MAT Marketing and Communications Manager
<b>Employer:</b>	Gosforth Federated Academies Limited
<b>Grade:</b>	N9
<b>Contract Type:</b>	Full time, 37 hours per week.
<b>Contract Term:</b>	1 year in the first instance
<b>Responsible to:</b>	Executive Director of Teaching and Learning and Communications
<b>Responsible for:</b>	N/A

### **Main purpose of the job**

The MAT Marketing and Communications Manager is responsible for developing the marketing and communications Strategy across the Multi Academy Trust.

The post will require regular liaison with a range of key stakeholders, Trustees, the Executive Team, Principals, Senior Leadership Teams as well as a range of other employees within the Trust.

### **Main duties and key responsibilities**

The following is typical of the duties and responsibilities of the post holder. It is not exhaustive and other duties and responsibilities appropriate to the post may be required by the Trust.

#### **Key responsibilities to include:**

- Develop and implement a coherent marketing strategy that supports the MAT in its vision and aims
- Design, copy-write and distribute regular e-bulletins to promote publications, programme activities, events and other key information
- Take responsibility for the development and management of the websites, generating content, making improvements to functionality, maximising its potential and monitoring its performance
- Manage regular marketing communications to a range of audience segments including: press, website news, social media posts, termly newsletters and prospectus
- Measure the effectiveness of marketing activities and marketing materials
- To work with the Principals and senior team to seek and create positive news opportunities around key times of the year including results days
- Develop creative marketing strategies to increase admission levels and support with implementation of marketing campaigns to achieve agreed objectives

- Develop a databank of information and materials for the Multi Academy Trust & individual academies including photographs, images, video and testimonials which can be used on websites
- Research and manage advertising in local publications and physical locations
- Support the marketing of academy facilities, including lettings, to provide income generating opportunities
- Develop individual academy websites and monitor website compliance across the Trust
- Train designated admin staff in each academy in relation to website maintenance
- Manage the Trust marketing budget
- Safeguard and promote the welfare of all children and young people.