

JOB ADVERT

Post Title:	Marketing & PR Manager
Responsible to:	Chief Executive Officer
Salary:	Grade 9 (SCP 23 to 27) – Full Time Equivalent of £28,226 to £31,895
Contract Term:	Term Time Only plus two weeks (GCSE and A Level Results Weeks in August)
Closing Date:	Monday 3 rd January 2022 at 5pm
Interview Date:	Week Commencing 10 th January 2022
Start Date:	As soon as possible

The WMG Academy Trust Board are seeking to appoint a motivated, dedicated and aspirational Marketing & PR Manager to join the trust team at the WMG Academy Trust.

Are you passionate, enthusiastic and committed to engaging multiple target audiences? Do you have an outstanding ability to utilise multiple social media platforms to maximise stakeholder engagement? Can you bring a dynamic and intuitive approach to marketing and brand awareness?

WMG Academy Trust are looking to appoint an outstanding Marketing & PR Manager who will adopt and manage an intuitive and interactive multi-media marketing strategy for the WMG Academy Trust, focusing on recruiting students, raising brand awareness and engaging external partners, stakeholders and alumni.

The successful candidate will have a demonstrable ability to engage multiple target markets and to raise the general brand awareness of the Trust. Ideally, the successful candidate will have an understanding of marketing in the education or public sector and the challenges faced.

We are committed to safeguarding and promoting the welfare of children. This post is subject to enhanced DBS clearance.

To apply for this position, please complete the application form with a supporting statement (section 7 of the application form). Please state in your application your specialist subject(s) and other subjects and to which level you are able to teach. **CV's will not be accepted.**

Completed application forms should be returned to: CEO, WMG Academy, Chelmsley Road, Chelmsley Wood, B37 5FD or by email to principal@wmgacademy.org.uk

For an informal conversation or for more information please contact the CEO by email principal@wmgacademy.org.uk or by calling 0121 289 3556 and asking for Ethan Harries, Executive Assistant to the CEO.

FURTHER PARTICULARS

“We have some of the best companies and supply chains in our local area, and they all desperately need new talent and skills to help them grow. That is why the WMG Academy for Young Engineers is so important.”

The late Professor Lord Bhattacharyya, Chairman, WMG

The WMG Academy for Young Engineers

The WMG Academy for Young Engineers Multi Academy Trust was formed in March 2015. Following the successful opening of the Coventry Academy in September 2014, the WMG Academy Trust opened its second Academy in September 2016 in North Solihull.

Formed between a partnership of the University of Warwick and with the support of national, regional and local businesses such as Jaguar Land Rover, National Grid, and Rolls-Royce, the Trust is committed to providing a better way of learning for the Engineers of the future.

The Trust is made up of members from industry including the MAKE UK, Coventry and Warwickshire Chamber of Commerce and the University of Warwick who have led the development of the WMG Academies and oversee their running from a strategic perspective. They are supported by a board of trustees and governors, all with relevant business and education experience, who shape the experience of our learners.

Each WMG Academy focuses on engineering, science, maths and digital communication technologies and caters for up to 640 learners of 14-19 years of age from Coventry, Warwickshire, Solihull and Birmingham. The WMG Academy initiates and supports the development of well-educated and industry trained learners who not only have the qualifications but also the functional skills, knowledge and personal qualities to make an impact in the worlds of work, further and higher education.

WMG Academy Coventry was rated 'Good' by Ofsted in 2017 and WMG Academy Solihull was rated 'Good' by Ofsted in 2019.

As well as a core curriculum at Key Stage 4, which includes GCSEs in the core subjects maths, science, English and Engineering Manufacture, students can select from options which include a modern foreign language, a humanities subject and free option subjects, such as art, computer science and business studies. In addition, all Key Stage 4 students can follow additional Level 2 Cambridge Nationals course in Engineering worth a further 2 GCSEs equivalent.

Students at Key Stage 5 can follow a flexible pathway bespoke to their needs. Students can opt to study 3 A Level subjects, Level 3 OCR Technical in Engineering worth the equivalent of 1 A-Level or a Level 3 BTEC Engineering qualification at Certificate Diploma or Extended Diploma level. Further BTEC qualifications are available in Art, Business, ICT and Science and students can mix qualifications to suit their individual needs.

Our vision

We will ensure that our learners have raised aspirations that will provide the motivational drive to succeed. Strong employer and further and higher education links, as well as a professional ethos and culture, will ensure the learners will be in demand from employers.

Our unique status of working very closely with some of the biggest employers in the region means that we have shaped the curriculum from day one to ensure we produce learners with a professional ethos and culture that is in high demand in today's working world.

Team working is the norm and learners work together to develop the skills that employers value. We are committed to developing team working, problem solving, creativity, leadership, communication, resilience and an ability to respond to change. As staff, it is our role to model those skills and behaviours to our learners in everything that we do.

WMG Academy for Young Engineers Coventry

Opened in September 2014 by Ratan Tata, the Coventry Academy has over 450 students on roll. Located close to the Westwood area in Canley and the University of Warwick, the Coventry Academy was designed with a large Engineering Hall filled with over £1M worth of specialist equipment. Three additional dedicated CAD/CAM areas allow industry standard software to be used by students in their Engineering projects.

WMG Academy Coventry has a highly successful sixth form, which is consistently at the top of the post-16 performance tables for the city.

Students at the Coventry Academy come from a wide catchment area which includes Solihull in the north through to Kenilworth, Warwick and Rugby in the south.

The Academy follows an 8.30am – 4.30pm timetable (Tuesday – Thursday) with enrichment opportunities offered to students that include football, F1 in schools, GreenPower and Engineering clubs, including the Royal Navy Engineering Challenge and the European Space Agency's CanSat project. Students also have access to resources at Warwick University. On Mondays and Fridays students leave at 3.20pm.

WMG Academy for Young Engineers Solihull

Opened in September 2016, the Solihull Academy boasts over £2M of specialist equipment and ICT and currently has over 400 students on roll. Developed along a similar open plan design to Coventry, the Solihull Academy occupies a slightly bigger footprint. The Academy is thriving on successful recruitment and currently has provision for five year groups including Year 10 to 13 and a Post-18 HNC cohort.

Dedicated ICT facilities include 3 CAD suites and student PC access in all teaching rooms giving unrivalled access to industry standard software. These facilities allow innovative teaching pedagogy through digital technologies. A large Engineering Hall, complemented by 'Make and Do' areas above, allows a flexible group-work approach to learning.

The Academy occupies land adjacent to the Chelmsley Wood shopping Centre, North Solihull, and draws from a wide catchment of East Birmingham, Solihull and North Warwickshire. The Solihull Academy follows the template of the 8.30am – 4.30pm working day used in the Coventry Academy (Tuesday – Thursday) and has the additional flexibility of incorporating some enrichment into the Academy day due to its close proximity to North Solihull Sports Centre and having its own multi-use games area and activity hall.

The Role

The WMG Academy is looking for an outstanding Marketing and PR Manager to join the Trust team and champion the WMG Academy brand. The postholder will be passionate about STEM education and understand the benefits of a technical education.

The Academy believes that all young people deserve to become world-class learners - to learn, enjoy, succeed and thrive in a first rate educational environment with excellent facilities, outstanding teaching and the most up-to-date resources available to them. You will benefit from visionary, inspirational and dynamic leadership and be empowered to develop your own skills.

This is a unique opportunity to be involved in an exciting academy; designing and leading an innovative approach to learning and ensuring that learners achieve the highest outcomes and opportunities.

For more information, please contact Ethan Harries, Executive Assistant to the CEO, by calling 0121 289 3556 or by emailing e.harries@wmgacademy.org.uk.