JOB DESCRIPTION

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 3rd January 2022 at 5pm
Interview Date:	Week Commencing 10th January 2022
Start Date:	As soon as possible

JOB PURPOSE

To adopt and manage an intuitive and interactive multi-media marketing strategy for the WMG Academy Trust, managing on recruiting students, raising brand awareness and engaging external partners, stakeholders and alumni.

DUTIES AND RESPONSIBILITIES

Brand Awareness

- Develop and implement an intuitive and interactive multi-media marketing strategy for the WMG Academy Trust using various techniques and reaching multiple target markets.
- Design and develop the marketing collateral to support student recruitment and to enhance the already strong reputation of the Trust across the West Midlands and on a national platform.
- Manage, maintain and develop the WMG Academy websites to ensure they are a 'one-stop shop' for information about the academies and to ensure compliance with OFSTED requirements.
- Co-ordinate and manage the marketing budget for the WMG Academy Trust, ensuring best value for money is achieved on all transactions.
- Carry out additional tasks at the request of the Chief Executive Officer to generally represent the WMG Academy Trust.

Student Recruitment and Events Management

- To oversee the end-to-end admissions process, including managing the admissions portal, guidance meetings, keeping warm and taster events and student enrolment. This will also involved working with Solihull Metropolitan Borough Council schools admissions team.
- Manage and co-ordinate internal marketing events for the WMG Academy Trust; liaising with staff, employer partners and alumni and taking overall responsibility for the promotion and success of each event.

- Arrange events such as engineering short courses, STEM days, Women into Engineering and ad hoc visits to WMG Academy to enhance the reputation of the Academy in conjunction with other key members of staff.
- Attend and exhibit at events as required to promote WMG Academy to local businesses, apprentices, parents/carers, KS4 and Post 16 Students.
- To continue to increase numbers and diversity of students on roll across the Trust through an effective marketing strategy.

Public/Press Relations

- Liaise with local and national media to promote WMG Academies and produce copy for the Executive Team.
- Produce press releases for key events, successes and the annual publication of student results.
- Manage and expand the use of external communications including:
    - parent communications, such as a half-termly parent newsletter;
    - existing social media, such as Facebook, Instagram and Twitter;
    - additional social media platforms, such as YouTube, Snapchat and TikTok;
    - dynamic and diverse use of technology to develop external communications, including Vlogs, short videos, digital displays and targeted print materials.

Strategic Relationships

- Work with employers to extend our employer partner network.
- Increase company engagement to develop marketing and promotional support for the Academies.
- Set up and develop an active alumni association of past students.
- Prepare materials for Governor or Trustee meetings and attend as required.
- Working with WMG and the University of Warwick marketing and press departments for synergy and professional advice.
- Work with the Baker Dearing Trust and other UTCs across the country to grow networks and to enhance the reputation of UTCs generally.
- Develop and build strong internal relationships with the Chief Executive and their office.

General Responsibilities

- To uphold the vision and values of the Trust in every aspect of the role;
- To lead by example and model the highest professional standards to staff, students, parents and partners in all aspects of the role;
- Working with other colleagues, play an active role in delivering WMG Academy Trust priorities, culture and vision;
- To contribute to the development plan for the WMG Academy Trust;
- To meet regularly with the Chief Executive Officer and be accountable for your own performance management;
- To attend meetings as required;
- To ensure effective use of resources to the benefit of all staff and students;
- To comply with health and safety rules and legislation, ensuring the safety of students and staff at all times;
- To be involved in the enrichment programme for the WMG Academy Trust;
- To maintain discipline in accordance with the policies and procedures for the relevant WMG Academy and to encourage good practice with regard to punctuality, attendance, behaviour, standards of work and independent learning;

- To comply with all policies and procedures of the WMG Academy Trust.

This post holder will be expected to be at the academy for the weeks of GCSE results day and A-level results.

Any other duties commensurate with the level of this post and as directed Chief Executive Officer.

Person Specification for Marketing Manager

The person specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively:

REQUIREMENTS The post holder must be able to demonstrate:	ESSENTIAL (E) or DESIRABLE (D) REQUIREMENTS
QUALIFICATIONS	
Minimum grade C or equivalent at GCSE in English and Mathematics	E
Marketing/public relations qualification relevant to the post	D
Evidence of further professional development	E
EXPERIENCE	
Working within marketing/sales/public relations	E
Use of social media as a marketing and public relations tool, including new and emerging platforms such as TikTok and Instagram	E
Knowledge of the education sector and the challenges faced by UTCs	D
End-to-end event planning and management	E
KNOWLEDGE AND SKILLS	
Strategic planning of effective marketing strategies	E
Ability to communicate with people and build positive relationships across a range of internal and external stakeholders	E
Excellent oral and written communication skills and the ability to write good quality press releases and social media articles	E
Strong negotiation skills	D
Good time management skills	E
Passion and drive to get results	E
Excellent IT skills	E
An ability to inspire students in Y9 and Y11	E
Excellent administration skills to ensure operational protocols are adhered to	E
PERSONAL ATTRIBUTES	
Self-motivated	E
Effective Organisational Skills	E
Creativity in problem solving	E
Creativity and imagination	E
Ability to work as part of a team	E
A commitment to safeguarding to learners within the academy	E
Enthusiasm, optimism and energy	E

All offers are subject to clearance of references and enhanced DBS checks

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.