



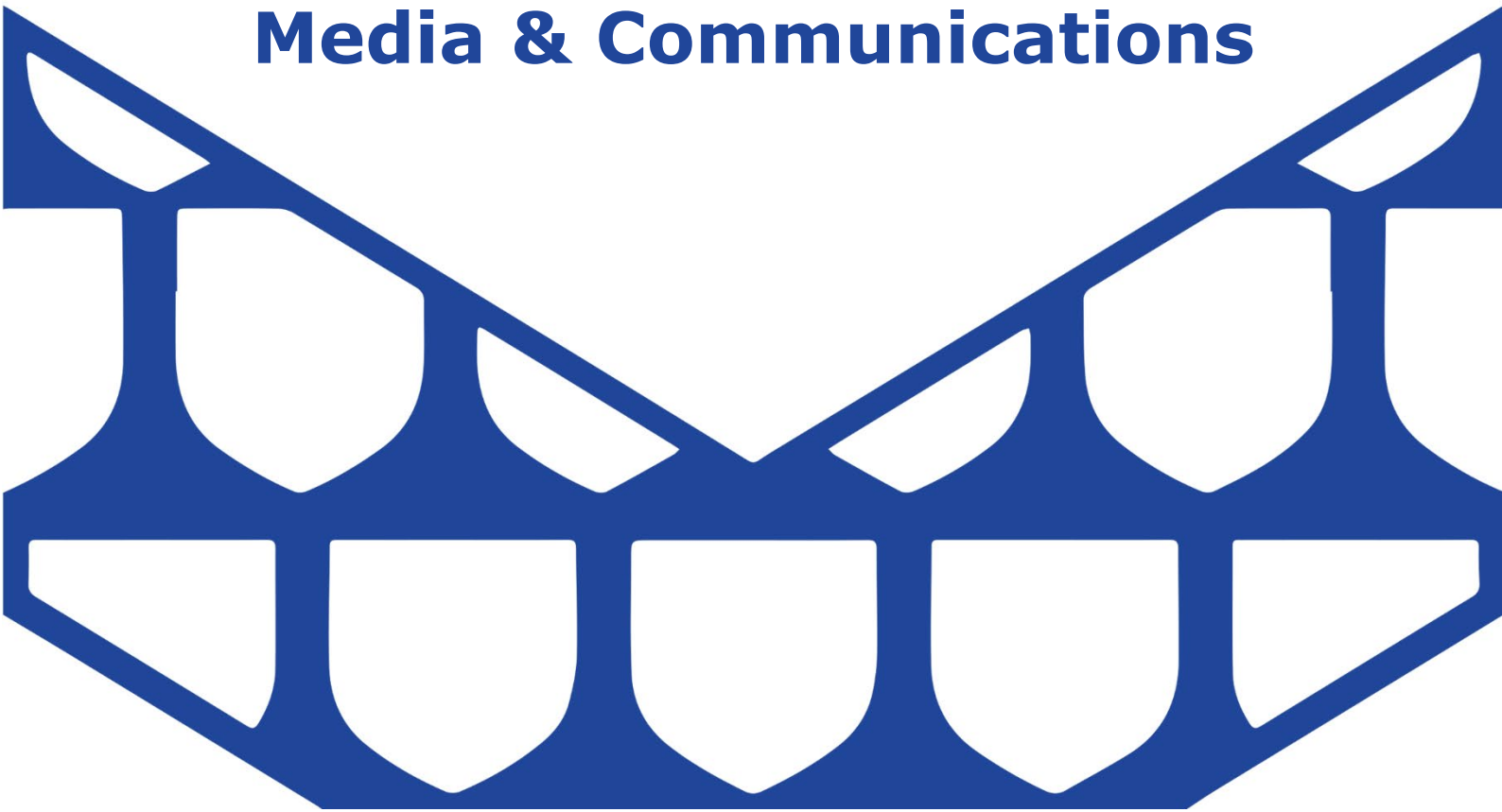
Bishop Hogarth

Catholic Education Trust

Shaping Futures, Fulfilling Dreams

Applicant Information Pack

**Director of Marketing,
Media & Communications**





35 ACADEMIES
30 Primaries, 5 Secondaries



2 NATIONAL LEADERS OF EDUCATION (NLEs)



1,700+ MEMBERS OF STAFF



32 EVIDENCE LEADS IN EDUCATION (ELEs)



80 TRAINEE TEACHERS
Enrolled with Carmel Teacher Training Partnership (CTTP) each year

10 OUTSTANDING
Academies, Sixth Forms and Partnerships



11 HUBS & PARTNERSHIPS
In Partnership with Carmel Professional Training Centre (CPTC)

21 OUTSTANDING
Diocesan Inspection Reports





Our Virtues, Vision and Values

Our Vision

Our schools will be places of excellence. We provide services to children, their families, and the wider Catholic community. We are a family of schools that enriches the learning and experience of all our young people so they may achieve their full potential.

Our Values

The following values underpin everything the Trust and our Schools will do:

BEING just and responsible:

We seek to act justly, fairly, and responsibly in all our relationships to ensure 'The Common Good' is upheld.

PROMOTING spiritual and human development:

We believe a knowledge of and a personal relationship with Christ gives meaning and purpose to our lives.

ACHIEVING quality in teaching and learning:

We believe everyone should gain dignity and self-worth through quality teaching and learning, which allows all in our school community to excel.

SHOWING respect for every person:

We believe that all are created in the image of God and therefore we will respect the unique and intrinsic value of every person, promoting equality and celebrating diversity.

CREATING community:

We believe our schools to be faith communities where Gospel values of truth, honesty, forgiveness, and reconciliation are lived and where there is special care for those most in need.

COMMUNICATING:

We value the views and opinions of the communities whom we serve and will actively engage and respond.



Our Virtues, Vision and Values





Bishop Hogarth
Catholic Education Trust

Bishop Hogarth Catholic Education Trust has
overarching accountability and governance of 35 academies



Blessed John Duckett
Tow Law



Carmel College

Carmel College
Darlington



English Martyrs
Hartlepool



Holy Family
Darlington



OUR LADY & ST. BEDE
CATHOLIC ACADEMY

Our Lady & St Bede
Stockton



Our Lady & St Thomas
Willington



Our Lady of the Most Holy Rosary
Billingham



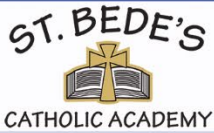
Sacred Heart
Hartlepool



St Augustine's
Darlington



St Bede's
Darlington



St Bede's
Stockton



St Bega's
Hartlepool



St Chad's
Bishop Auckland



St Charles'
Tudhoe



St Cuthbert's
Crook



St Cuthbert's
Hartlepool



St Cuthbert's
Stockton



St Gregory's
Stockton



St John's
Bishop Auckland



St John the Evangelist
Billingham



St John Vianney
Hartlepool



St Joseph's
Billingham



St Joseph's
Coundon



St Joseph's
Hartlepool



St Joseph's
Newton Aycliffe



St Joseph's
Norton



St Mary's
Barnard Castle



St Mary's
Newton Aycliffe



St Michael's
Billingham



St Patrick's
Stockton



St Paul's
Billingham



St Teresa's
Darlington



St Teresa's
Hartlepool



St Wilfrid's
Bishop Auckland



St William's
Trimdon

Local Area



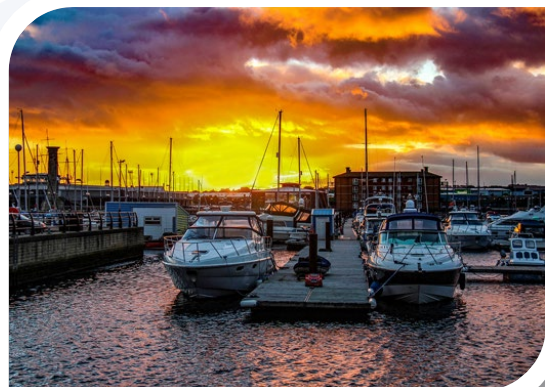
The Northeast of England is a region rich in contemporary culture, historical attractions, World Heritage Sites, and dramatic landscapes, all easily accessible from land, sea, and air.

Throughout the Northeast, the towns, villages, and countryside all have plenty of activities, art, and culture to soak up. Barnard Castle is home to the Bowes Museum. Travel back in time at Hartlepool's Historic Quay with spectacular HMS Trincomalee. Darlington's Head of Steam Museum celebrates this region's history as the birthplace of steam rail, while the Hippodrome Theatre and Hullabaloo are at the forefront of contemporary theatre; in fact, the Hullabaloo is the only dedicated children's theatre outside of London.

The Northeast of England is served by a wide transport network and is one of the most accessible regions within the UK.

This area is also famed for the quality of its further education, with five local, internationally recognised universities, providing excellence opportunities and world class research facilities.

There is a rich heritage and a deep sense of passion and pride for the local area amongst residents. To find out more, see: <https://www.visitnortheastengland.com>



Employee Benefits

We strive to provide an excellent working environment for all of our staff. Here are some of the benefits that we offer:



Wellbeing Services

All employees within Bishop Hogarth Catholic Education Trust have access to wellbeing services, which include: self-referral to counselling, physiotherapy/ MSK services, stress coaching and long covid support.



Cycle to work scheme

All staff can access our cycle to work scheme, which allows them to purchase bikes and accessories as part of a salary sacrifice scheme, saving on tax in the process.



Staff Enrichment

Throughout the Trust there are many opportunities to get involved with out of work activities, such as: PTA, sports clubs, staff events, fundraising activities, orchestra and continued professional development throughout the year.



Flexible Working Ambassador School Ethos

Carmel College, one of our member schools, was chosen by the DfE to support schools and teachers in the North of England as a Flexible Working Ambassador School. Benefits range from more flexible approaches to staffing, particularly in terms of teacher retention and staff wellbeing. This school-to-school support and ethos cascades outwards across all our Trust schools.



Pension

The Trust offers two excellent defined benefit pension schemes depending on the type of role undertaken, both of which employees are automatically enrolled into. Teaching staff are eligible to join the Teachers' Pension Scheme while Support staff may join the Local Government Pension Scheme. Further details will be provided on appointment.

Our other offerings to you include:

- The opportunity to join a network of schools with enthusiastic, confident, and happy children.
- A large faith-based community, with a diverse culture of people of all beliefs.
- Excellent collaboration between schools within the Multi Academy Trust.
- Opportunities to learn from a supportive and trusting network of leaders.
- An exceptional team of people to work alongside.
- Opportunities to engage in high quality continuous professional development.

Job Advert

**Bishop Hogarth
Catholic Education
Trust would like to
appoint**

Director of Marketing, Media and Communications

L6 – L10
£50,122 – £55,360
Full time
Permanent

Friday 21st April 2023,
9:00am

Bishop Hogarth Education Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post will be subject to a satisfactory Enhanced Disclosure and Barring Service check. As an employee of Bishop Hogarth Catholic Education Trust, you may work from time to time in one or more of our Academies.

We are seeking to appoint an inspirational and driven Director of Marketing and Communications, to lead our Media and Marketing Team.

Bishop Hogarth Catholic Education Trust is made up of 35 schools spread across four local authority areas within the northeast. The primary base for the central team is in Darlington, however we welcome hybrid working.

We are looking for an outstanding specialist to lead and enhance the Trust's reputation by effectively developing and coordinating the delivery of marketing strategies across all areas.

The ideal candidate will be someone who can combine creativity, communications and technical skills with the ability to manage marketing campaigns.

Applicants should have solid marketing and communications experience in planning and executing both digital and traditional campaigns, be a confident writer, photographer and video editor, and be able to quickly turnaround stories and ideas, while managing multiple deadlines.

The development of our Trust and central services team, makes this an excellent opportunity to join us, as we seek to serve a growing number of young people.

At Bishop Hogarth Catholic Education Trust, we offer:

- Dedicated staff working across the Trust.
- A supportive and challenging Trust Board of Directors.
- A strong support network and an environment that strongly encourages CPD.
- An excellent Local Government Pension Scheme.
- A flexible, family friendly, work environment.
- 32 days holiday entitlement, plus bank holidays.

For further information please contact Trish Abbott, Chief Operating Officer on tabbott@bhcet.org.uk or visit www.bhcet.org.uk/vacancies to download the application form.



Job Description

JOB TITLE: Director of Marketing, Media and Communications

SALARY RANGE: £50,122 - £55,360

RESPONSIBLE TO: Chief Operating Officer (COO)

JOB PURPOSE: To lead and enhance the Trust's reputation by effectively developing and coordinating the delivery of marketing strategies across all areas.

ROLES AND RESPONSIBILITIES

1. Project manage, quality assure and approve marketing outputs and be aware of and contribute to the overall strategic aims of the Marketing, Media and Communications within the Trust.
2. Work with the COO to shape the brand of the Trust and schools and work strategically with the Senior Management Team and the wider community to build brand identity.
3. Direct responsibility for developing the strategy, message and delivery plan for the marketing channels.
4. Develop and contribute towards key performance indicators within long form media.
5. Provide a first point of contact for, and liaise with, colleagues across all schools.
6. To facilitate the open exchange and flow of news, information and assets and for the purpose of creating communications plans for sections or projects as appropriate.
7. Actively develop and submit thought pieces to publications, online blog platforms and press to develop the Trust/ School's voice in line with strategic aims.
8. Deploy staff to effectively assist in the workflow for our schools.
9. Ensure flexibility of services to allow for evening and weekend working as required.
10. Proofread and copy-write for internal and external publications and digital platforms.
11. Meet and provide tours of the School for educational agents and marketing- related visitors (e.g. Press and school guides).
12. Identify opportunities and deliver an ongoing stream of school stories for publication across and to a broad range of channels and audiences including the digital newsletter, website, social media and PR/media outlets.
13. Liaise with school guides and directories to cultivate relationships, update entries and leverage opportunities.
14. Encourage the development of a peer-training culture in order to share skills and best practice across the department and organisation.
15. Lead and deliver training sessions.
16. Conduct research and prepare reports to stakeholders.
17. Contribute to internal communications initiatives and develop a Marketing, Media and Communications resource centre for schools.
18. Line manager the day to day working arrangements and workload for the marketing and media team.
19. Represent the department in relevant committees and school-based meetings.



GENERAL:

- Participate in wider Trust meetings and working groups, as required.
- Support the Trust's mission, vision, values, and strategic objectives.
- Implement the Trust's Equality and Diversity policies and work actively to overcome discrimination on the grounds of all protected characteristics.
- Implement the Trust's safeguarding policies and practices.
- Contribute to the Trust's commitment to continuous improvement as identified in the Trust's quality assurance systems.
- Ensure that data is handled in line with the General Data Protection Regulations.

PERSON SPECIFICATION – DIRECTOR OF MARKETING, MEDIA AND COMMUNICATIONS

ESSENTIAL				DESIRABLE		
	Criteria No.	ATTRIBUTE	Stage Identified	Criteria No.	ATTRIBUTE	Stage Identified
Qualifications & Education	E1	Recognised qualification and or/significant current experience at high level	AF, C			AF, C
	E2	Relevant further education	AF, C			
Experience & Knowledge		<p>Previous position of seniority, able to establish credibility and shape accountability</p> <p>Solid knowledge and proven experience of applying skills required for the role</p> <p>Successful experience of working collaboratively with managers on change management initiatives and projects</p> <p>Outstanding communication and presentation skills</p> <p>Ability to work proactively to develop strong relationship with other educational establishments ad stakeholders</p> <p>Understanding of media best practice, including permissions and safeguarding, the ability to use social media and scheduling tools and software with</p>			<p>Relevant personal and professional development</p> <p>Experience of working within the education sector</p>	<p>AF, R, I</p> <p>AF, R, I</p>

		marketing functionality			
		Photography skills and/or design			
Skills		<p>Good proofreading and copywriting skills, experience of research including collating feedback and strong IT skills (MS Word, Outlook, Excel etc.)</p> <p>Lead marketing activities and be aware of and contribute to the overall strategic aims of the Trust and Schools</p> <p>Brand literate: clearly understands how to extend and embed a set of brand values across multiple communities, teams and stakeholders.</p> <p>Ability to problem solve and demonstrate operational and strategic skills</p> <p>Ability to develop team members and empower staff</p> <p>Have a flexible approach to working hours</p> <p>Sympathetic to the needs of others having an openness to learning and change</p> <p>Have a positive attitude to personal development and training</p> <p>Have excellent interpersonal and influencing skills</p>	AF, R, I		

		Demonstrate the ability to manage conflicting priorities, a demanding workload, and tight deadlines Ability to manage projects which have an impact on the whole School e.g. School website relaunch, School rebranding			
Personal Attributes	E19	Passion for working with people and working beyond the confines of the job description	AF, R, I		
Special Requirements	E20	Be available to be contacted at mutually agreed times	AF, R, I		
	E21	Suitability to work with children	AF, R, I		
	E22	Access to reliable transport to meet the travel requirements of the post	AF, R, I, D AF		

Key – Stage identified	
AF	Application Form
C	Certificates
T	Tests
P	Presentation
I	Interview
R	References
D	Disclosure and Barring Check

Issues arising from references will be taken up at interview, all appointments are subject to satisfactory references

How to apply

Application forms and supporting documents can be found on bhcet.org.uk/vacancies

Collective Agreements

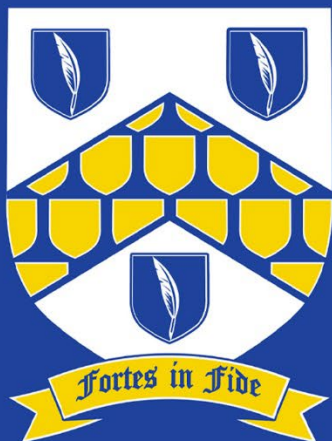
The conditions applicable to your post are those contained in the school teachers' pay and conditions document and the conditions of service for school teachers in England and Wales ('The Burgundy Book') and in other relevant documents which are issued nationally from time to time.

General

The successful candidate will be required to complete a medical form and required to provide proof of eligibility to work in Great Britain in accordance with the Asylum and Immigration Act 1996, before employment may commence.

An enhanced disclosure from the Disclosure and Barring Service will be requested in the event of a successful application.

Shaping Futures, Fulfilling Dreams



Bishop Hogarth Catholic Education Trust

c/o Carmel College
The Headlands
Darlington
Co. Durham
DL3 8RW

Telephone: (01325) 254525



www.bhcet.org.uk