



Trust Marketing and Communications Assistant

Recruitment Pack



STAMFORD PARK TRUST



ASHTON
SIXTH FORM COLLEGE



Longdendale
HIGH SCHOOL



Rayner Stephens
HIGH SCHOOL



Fairfield
High School for Girls

ASTLEY SPORTS VILLAGE
HEALTH . FITNESS . SPORT

CEO Welcome



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It gives me great pleasure to welcome you to Stamford Park Trust, a Multi-Academy Trust based in and for young people in Tameside.

This is an exciting opportunity to join a dynamic and creative marketing team at a pivotal time in the Trust's journey. As we continue to grow, this role will play a key part in supporting our academies and wider Trust initiatives, covering maternity leave during this crucial period.

As a Trust Marketing and Communications Assistant, you will be part of a small but energetic team dedicated to delivering impactful marketing and communications strategies. Your contributions will help to enhance our brand, engage our communities, and showcase the achievements of our students and staff across the Trust.

If you are passionate about education, storytelling, and making a difference through marketing and communications, we look forward to receiving your application.

Stamford Park Trust was established in February 2019 by Ashton Sixth Form College with the aim of improving the life chances of young people in Tameside. Ashton Sixth Form College was joined by Longdendale and Rayner Stephens High Schools in January 2021 and Fairfield High School for Girls in 2024.

The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Appointment is subject to satisfactory enhanced status checks from the Disclosure and Barring Service. The Trust promotes equal opportunities.

Anton McGrath | CEO

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Our Trust

OUR VISION

Our vision is 'Excellence and Ambition for all', which is the shared vision of all Stamford Park Trust academies.

OUR PURPOSE

Stamford Park Trust exists to improve the life chances of all students in the Trust. It aims to add social value through working effectively with educational establishments in the Trust with an unflinching focus on quality improvement. We aim to improve the quality of leadership and management across the Trust through support and challenge, and to provide a broad and balanced curriculum to support positive progression, the realising of ambition and strong wellbeing. In other words, we aim to develop engaged and engaging young people with a stake in their futures and their communities.

OUR AMBITION

Our ambition is best demonstrated through the following:

- Reaching more students: to reach 5500 students by 2026/27
- Stronger outcomes: by 2025/26 we want to see students making better progress with higher attainment more consistently
- Greater co-operation and collaboration: by 2026/27 we want to share the best of the Trust across all our academies to make sure that all students and staff have access to the very best education and opportunities
- Making the Trust a great place to work: with a culture of trust, collaboration, innovation and investment.

OUR CULTURE AND ETHOS

Stamford Park Trust has a supportive yet challenging culture, centred on the development of trust and the encouragement of innovation for all who work for or study in its Academies. We strive to be the very best we can be in all aspects of our work and encourage a collaborative approach to our aims across the Trust.

Our Trust

We are unashamedly aspirational and ambitious for each of our students and endeavour to support their successful progression to the next stage of their life, education or employment.

We use our values to demonstrate our commitment to our vision each and every day.

Our academies



Rayner Stephens
HIGH SCHOOL



Fairfield
High School for Girls

ASTLEY SPORTS VILLAGE
HEALTH . FITNESS . SPORT



ASHTON
SIXTH FORM COLLEGE



Longdendale
HIGH SCHOOL

Job Description

Post: Trust Marketing and Communications Assistant

Salary/Grade: Grade 4: £24,191 – £24,575

Responsible to: Marketing and Communications Manager

Contract: Fixed Term Contract – 12 months (Maternity Cover)

Working time: 36 hours per week (full time, full year). Flexibility to work additional hours to support marketing and student recruitment events.



Main purpose of the post:

- To support the Trust Marketing team in delivering marketing activity for the Trust and the Schools and College within it.
- Create content and promote the Trust for the various stakeholders, using different platforms including social media, website, email and print.

Principle Responsibilities:

1. Social Media Management

- To create and schedule social media activity across key platforms including Instagram, Facebook, and LinkedIn, ensuring posts are engaging, suitable for the intended audience and aligned with the Trust's brand guidelines.
- Liaise with Trust staff, and students to gather content and promote Trust activities.
- Monitor social media activity, Respond to comments, messages, and enquiries across social media platforms.
- Work alongside the Trust Marketing and Communications Manager to deliver marketing campaigns on social media, including paid ads.

2. Content Creation

- Research and write engaging copy for a variety of platforms including social media, website, email, and print.
- Proactively seek out new and engaging content to promote Stamford Park Trust and its academies to continually develop its reputation and online presence.
- Proactively attend Trust-wide activities and events to take photos and collect content for news stories and social media posts.

- Use graphic and video editing software to develop creative assets for social media and websites.
- Create draft content plans for sign off, considering all stakeholders and the messaging/content needed to engage with each.
- Proactively manage website content through the content management system, ensuring it is up to date, relevant, and accessible to all stakeholders.

3. Email Campaigns & Promotions

- Produce and monitor email marketing campaigns using Mailchimp (or alternative program), targeting various audiences such as prospective students, parents, and alumni.
- Support the Trust Marketing & Communications Manager in delivering campaigns and producing marketing collateral such as the prospectus, leaflets, and other promotional materials.

4. Student Recruitment Support

- Collaborate with the Student Recruitment and Liaison teams across the trust to support student recruitment activities, including the promotion of open events, application process and transition events.
- Be available for occasional evening work to support these events.

5. Campaign Planning

- Work with the Trust Marketing team to help plan and execute targeted marketing campaigns, ensuring alignment with the Trust's goals.
- Work off the agreed Marketing and Communications Plan, delivering tasks in line with deadlines.

6. Campaign Analysis

- Gather data to assist in conducting post-campaign analysis to assess the effectiveness of marketing strategies, using data to inform future campaign planning and execution.

Person Specification

Qualifications	Essential/ Desirable
Educated to A-level standard or equivalent	E
Relevant degree or qualification in Marketing, Communications, Media, or a related field or equivalent experience	D
Evidence of ongoing professional development	D
Experience	Essential/ Desirable
Experience in creating content for a variety of audiences across social media, websites, email and print	E
Experience in managing social media accounts across various platforms	E
Experience using graphic and video editing software	D
Experience with email marketing platforms such as Mailchimp	D
Experience working in a marketing, communications, or similar role within the education sector	D
Skills and Knowledge	Essential/ Desirable
Excellent written communication skills, with the ability to write engaging and grammatically accurate copy tailored to various audiences	E

Skills and Knowledge

Essential/
Desirable

Strong understanding of social media platforms, trends, and best practices

E

Proficiency in using graphic and video editing tools to create visually appealing content

E

Strong organisational skills, with the ability to manage multiple tasks and meet deadlines

E

Knowledge of marketing campaign planning and evaluation

D

Understanding of the education sector and student recruitment processes

D

Personal Attributes

Essential/
Desirable

Creative and proactive, with the ability to generate ideas and take initiative

E

Strong interpersonal skills, with the ability to collaborate effectively with staff, students, and external stakeholders

E

Flexible and adaptable, with a willingness to work occasional evenings and additional hours as required

E

Enthusiastic about marketing and communications, with a commitment to upholding the Trust's values and goals

E

Other	Essential/ Desirable
Willingness and ability to travel efficiently between the local sites of the Trust	E
Commitment to safeguarding and promoting the welfare of children and young people	E
Willingness to undergo an enhanced DBS check	E
Commitment to the ethos and values of the Trust	E

Recruitment Timeline



Closing Date: Monday 21st April 6pm



Shortlisting: Tuesday 22nd April



Interviews: Thursday 24th April

We welcome interested applicants to arrange an informal chat prior to applying. To arrange, please contact the Head of Marketing and Communications, Julia Benning via j.k.benning@spt.ac.uk

“One of the best things about working at SPT is the encouragement from the top to be innovative and not to be afraid to try new ideas.”

**John Haigh, Head of IT,
SPT**

“I have been fortunate enough to receive career progression during my time at ASFC & I was able to start up a brand-new course, A level geology, of which I was able to take complete control. Working here gives me a real sense of belonging to a friendly staff community and I am excited about what my future here might look like.”

Sydney, Teacher of Geology, ASFC



Staff Benefits

Excellence and Ambition is our vision for both staff and students. We are passionate about supporting our employees and have created a competitive benefits package to do so.



Free gym membership at Astley Sports Villiage



Free eye tests



Competitive local government pension



Cycle to work scheme



Supportive occupational health offer and enhanced sick pay



Free parking, tea and coffee



Employee Assistance Programme



Highstreet discounts



**STAMFORD
PARK TRUST**

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