



**Inspiring Futures
Through Learning**

Marketing & Communications Officer

Salary Grade E: FTE £22,183

25 hours per week

43 weeks per year (term time plus inset days plus 4 weeks)

An exciting and unique opportunity has arisen for a self-motivated and enthusiastic individual to join the dedicated team at IFTL, Initial Teacher Training as a Marketing & Communications Officer. The successful applicant will support and deliver effective marketing, communication and admissions for Initial Teacher Training

Key Objectives include:

- Manage recruitment of ITT trainees (Undergraduate, Postgraduate, Postgraduate Teaching Apprenticeship, Assessment Only) in line with targets
- Support colleagues across ITT and IFTL, including our schools, to contribute to recruitment activities for both trainees and Partnership Schools
- Work with the Head of Projects and Delivery to develop annual marketing plans in line with targets
- Manage the creation, design and development of printed marketing material including liaising with designers and printers where appropriate
- Develop communications and marketing campaigns promoting our courses and CPD provision.
- Manage a visual identity, ensuring consistency and professionalism through all advertising, marketing and communications.
- Manage and create content for our social media channels (Facebook, Twitter & Linked In); maintaining a positive brand position for all accounts, promote courses and build our social and digital presence increasing followers and likes from existing and potential customers and stakeholders.
- Take responsibility for editing the ITT websites including creating engaging copy.
- Support the organisation and management of open evenings and events.
- Write compelling communications to attract and convert prospective students.

The ideal candidate will:

- Experience within a school is desirable but not essential
- Experience and proficiency in standard IT packages, particularly word processing and spreadsheets
- Experience/knowledge of WordPress is essential

- Be able to demonstrate competencies in:
 - Planning and organising work – ability to respond appropriately to deadlines and changing priorities
 - Knowledge of marketing campaigns and social media management
 - Ability to develop a good network of contacts internally and externally
 - Using initiative – within the scope of work, prioritising and finding solutions appropriately
 - Support Initial Teacher Training with wider projects
 - Ability to influence and negotiate at all levels
 - Working interdependently – independent decision making within the scope of responsibility and being part of a team working to deadlines
 - Managing risks – awareness of obligations in relation to confidentiality, safeguarding (as based in schools) and health and safety.

ITT is where teachers of the future come to learn and develop their careers and contribute to a vibrant and dynamic community. It is also where established inspirational teachers continue their journey of personal development towards nurturing responsible citizens, successful learners and confident individuals.

With schools across Milton Keynes and Northamptonshire, some travel between locations is expected however, the role will be primarily based at Fairfields, Apollo Avenue Milton Keynes, MK11 4BA and St Mary and St Giles C of E School, Stony Stratford, Milton Keynes MK11 1EF.

As part of the Inspiring Futures through Learning Multi Academy Trust, successful candidates will have full access to our staff benefits package, including a bespoke CPD package, enhanced Maternity/Paternity/Adoption Leave, Employee Assistance Programme, generous LGPS Pension. In addition, access to an Employee Benefits Scheme including discount on gym memberships, cinema tickets, retail discounts, cycle to work scheme and much more.

The full job description and person specification is available below. To apply, please download an application form, complete in full and return by email to recruitment@iftl.co.uk (CVs will not be accepted).

We would welcome you to have a conversation about this role. Please email Kerry Batten at kbatten@iftl.co.uk to arrange a phone call.

Closing date for applications: 15th October 2021 at 12 noon

Interviews: TBC

Inspiring Futures through Learning is committed to safer recruitment practice and pre-employment checks will be undertaken before any appointment is confirmed. All vacancies are subject to enhanced DBS disclosures. We are an equal opportunities employer.