



UNIVERSITY OF
BIRMINGHAM
SCHOOL

Professional Services

Marketing, communications and content officer

CANDIDATE INFORMATION

This pack contains the following information:

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For more information, please go to www.universityofbirminghamschool.org.uk. To arrange an informal discussion about the role, please call Robin Haslam (School Business Manager) on 0121 796 5007. Please also advise Robin if you would like to arrange an informal visit to the School on either:

To apply, please go to: <https://uobschool.org.uk/vision-ethos/working-here/>

Closing date: 17th March 2019

Dear Candidate,

I am delighted to write, as the Principal of the University of Birmingham School, to thank you for your interest in the role of marketing, communications and content officer.

We passionately believe that the purpose of education is to develop the character of our pupils and students so they actively pursue a good life. We want them to be confident, curious and ambitious learners; we want them to show compassion, empathy and patience in their relationships with others and we want everyone to find a place in their local and global communities where they can flourish and thrive.

The successful candidate will be responsible for delivering integrated marketing campaigns to support key school priorities, as well as developing a range of content assets for a variety of audiences. They will share our passion to make a positive and lasting difference to the lives of our pupils and students.

Our academic curriculum is delivered by our staff together with a pioneering programme of Character Education that embeds an enrichment programme of clubs, societies, sport, drama, music, trips and visits into our extended school day. This approach is significantly enhanced by the full support of the University of Birmingham, to develop and integrate curricular, creative, sporting, intellectual and career enhancing links with our 'parent body'.

We have been delighted with the interest that the school continues to receive - being referred to by the Prime minister recently when she said:

"I want to build on the success we have already experienced when some of our great universities have stepped in to help by sponsoring or supporting a local school. Recently we have seen the University of Birmingham open an impressive new School for secondary school pupils and Sixth Formers".

As the first secondary 'University Training School' in the country, we aspire to play significant role in developing future generations of outstanding classroom practitioners, middle and senior leaders.

The marketing, communications and content officer will work closely with the whole School community to ensure the School delivers against its vision to full capacity in 2020.

If you are someone with relevant experience, passion, expertise and vision, we offer an opportunity to work in a 'school for Birmingham', one that is designed to develop the flourishing citizens of tomorrow. We are committed to ensuring the well-being of our staff, but, at the same time, we have the highest expectations in terms of both quality of performance and commitment.

I hope you are as excited as I am by this challenging, yet immensely rewarding, opportunity. My team are happy to answer any questions you may have and I look forward to receiving your application.



Colin Townsend
Principal

University of Birmingham School – Information for Candidates

University of Birmingham School opened in September 2015 in a new £23 million building located on the University of Birmingham's Selly Oak campus. In that first year, we welcomed 150 students into Year 7 and nearly 200 students into the Lower Sixth. In September 2016 the size of the school population doubled and will continue to grow until we reach capacity in 2019/20.

At University of Birmingham School, we're pioneering a comprehensive school and sixth form for a truly diverse and inclusive student community that creates great citizens. We're proud to welcome 11 - 19 year olds from all across Birmingham through our doors to be part of our state-of-the-art school, and give them the opportunity to develop great character and achieve academic success in a thriving community - without limits.

Our partnership with the University of Birmingham gives our students and our staff unrivalled access to their world-class resources, research and people. This partnership makes us the UK's first secondary University Training School and gives us endless opportunities to collaborate, learn and grow as a school that will forever put education, safety and wellbeing first.

Our diverse curriculum is supported by a school-wide enrichment programme and extended school day that ensures all students have the opportunity to explore their passions and develop as well-rounded citizens with great character.

By balancing character development with academic success, we're creating better citizens, better communities, and a better world.

About our Education

The curriculum in Years 7 to 10 includes Art, Biology, Chemistry, Computer Science, Dance, Design Technology Drama, English, French, Geography, History, Mathematics, Music, Physics, Physical Education and Religious Education. In the Sixth Form, for 2019/20 we are offering Art, Biology, Business Studies, Chemistry, Computer Science, Product Design, Geography, History, French, Mathematics and Further Mathematics, Music, Physics, Psychology, Sociology and Religious Studies.

The Form Tutor, Progress and Pastoral Managers and Sixth Form Manager provide pastoral support and are the main conduit of communication between home and school on a day to day basis. Information about progress and attainment in terms of both their academic performance and enrichment involvement is provided, at least termly, together with an annual Parents' Meeting.

How is the University of Birmingham School different?

1. Character Education

A feature of many of the most successful and traditional schools in the country is that their structures support, not necessarily by design, the development of character. Underpinning our ethos and provision is the first difference in our school - a focus on both 'taught and caught' character education.

2. Enrichment Programme

A second distinctive feature of the school is our extended school day in which a programme of enrichment opportunities is delivered by all teaching staff. This timetabled opportunity allows the teaching staff, alongside trainee teachers, university sports coaches and staff to provide an unparalleled programme of activities and host special activities.

3. Links with the University of Birmingham

The third distinctive feature of the School are the possibilities created through the extensive links with the University resources, staff, students, and alumni. This aspect is so crucial to our distinctive offer that it is overseen by a dedicated University-School Liaison Committee. The full range of opportunities will continue to grow as the School grows.

Why should you apply to work at the University of Birmingham School?

We are committed to developing a school of the future, one focused to self-improvement and the pursuit of excellence in all aspects of our work and play. We aim to nurture, encourage and challenge all of our students to make the best of the opportunities available, to enjoy their time with us, and to realise their potential so that they can go on to make a real difference to other people and the communities in which they live.

We are seeking to recruit committed and ambitious individuals determined to transform the lives of our youngsters. In return, you will have the opportunity to work in outstanding facilities, with and for aspirational children and their parents/carers, and receive the best quality professional pedagogical and academic support to continue to develop your knowledge and skills in a unique and high profile environment. You will also have access to the physical and intellectual resources of a world class University which is determined to ensure this school is a happy and successful community from day one.

As the School grows to full capacity, the department and pastoral teams will grow and dependent also on performance, this will be reflected in the payment to those who hold leadership or responsibility positions. In addition, there will be growing opportunities to be involved in a whole myriad of professional development opportunities as we seek to exploit our position and utilise our resources to lead on research based teaching and learning.

We aim to play a full part in the learning community of Birmingham and beyond by developing exciting and ground breaking relationships with businesses and collaborations with other primary and secondary schools.

Whilst we will be expecting a lot of each member of our community, the well-being and happiness of all is a priority. From experience we believe that people work best in institutions that value and promote a 'high accountability but high autonomy' approach. But from time to time, events happen that affect our personal and working lives. Under such circumstances we will endeavour to provide the flexibility in approach and seek to provide access to whatever resources are required to support you when you need them.

We will expect you to do your best, to be an outstanding role model, to be committed to self-improvement, and, like the students, to demonstrate resilience and be fully committed to exploiting the opportunities available. We do hope, along the way, you will enjoy yourself and get the personal satisfaction and reward from doing what is the most important role in a modern society.



We look forward to receiving your application to what is a new school for Birmingham, a school of tomorrow, the University of Birmingham School. We intend that our graduates will go on 'make a difference' to the lives of others – the real value of a high quality education. Come and help us achieve this ambitious goal.

Benefits

Commitment to Staff

We recognise that our staff are the School's most important asset and will value the commitment, support and goodwill of all those working at the School. To match our high expectations, we provide enhanced pay and benefits by:

- paying staff a single salary for doing an excellent job;
- broadly reflecting but simplifying the Standard Teachers Pay and Conditions Document (STPCD) whilst offering competitive, enhanced pay and benefits to match our enhanced expectations;
- maintaining a properly remunerated leadership and management structure within the School that reflects the levels of responsibility that staff undertake;
- making fair, justifiable, open, objective, and accountable decisions within agreed policies and procedures;
- promoting excellence, as well as a sustained, substantial contribution to the distinctive nature of the School;
- putting care for staff, their wellbeing and professional development at the heart of the School;
- establishing a culture of robust performance development and appraisal to underpin this policy;
- developing and maintaining a harmonious working environment.

Pension

All professional services staff will be eligible to contribute to the Local Government Scheme.

Benefits

Staff at University of Birmingham School have access to the following benefits offered by the University, including salary sacrifice schemes.

Professional development	Access to University Library services and resources (SLT and subject leaders) Links to relevant University academic departments Discounted access to Masters programmes in the College of Social Sciences Access to University-led professional development courses
Travel	Cycle scheme Car leasing scheme Discounted travel passes
Family	Childcare vouchers University nurseries
Health & wellbeing	University staff rates at the new Sports Centre

Marketing, communications and content officer - Job Description

The purpose of the Job Description and Person Specification is to provide information about the role, the qualifications skills and experience a successful candidate should have.

Salary	Starting at £23,750 per annum, with the potential to increase to £28,000 subject to performance.
Reporting to	The postholder will report to the Partnerships Manager.
Hours	37.5 hours per week. Core hours being 9:30am – 4:30pm There is an expectation you will be part of a rota system ensuring Professional Services are present in the School from 8 am until 6pm.

We are seeking to recruit a talented and appropriately qualified Marketing, Communications & Content Officer to undertake the following specific and general duties and responsibilities.

Core Purpose

There are three main functions for this role:

- To manage the School's marketing and communications activity through digital and social media, advertising and publications;
- To work with the University's School of Education to promote and market teaching as a career of choice;
- To develop and promote the School as a venue for community use and conferences, ensuring events are delivered successfully and annual income targets met.

Specific Responsibilities

The list of tasks below is illustrative of the general nature and level of responsibility of this post. This is likely to change over time in response to the School's needs and the experience and skills of the team as a whole.

Marketing and Communications

In liaison with the Principal, Director of Operations, PA to the Principal and School Business Manager:

- maintain and develop the School's website, ensuring content is attractive, easy to navigate, and accurate;
- manage the School's social media profiles to build engagement and awareness amongst key stakeholders, including parents and pupils;
- plan and implement campaigns and projects to support School priorities, including Year 7 and Sixth Form recruitment, formal reports and publications such as the School's prospectus;
- create and curate a range of content assets, including booklets, video, images and graphics, utilising them in the most appropriate way for the audience and message;
- co-ordinate content for the School's digital screens;
- ensure the School's visual identity and tone of voice is applied consistently across all internal and external materials, advising staff as appropriate.

School of Education

Working with the University's marketing department and the School's professional services team, the postholder will support the marketing and promotion of the University Training School as required, including:

- in conjunction with the School of Education, providing administration support for the strategic development of the University Training School;
- monitoring and responding to requests to volunteer in School, creating and managing an application process for those who want to explore teaching as a career;
- co-ordinating visits to the School from volunteers, liaising with the School of Education and the School's Senior Leadership Team and Subject Leaders to provide an outstanding experience;
- developing content to promote teaching as a career of choice;
- in conjunction with the School of Education, developing an accurate database of schools, partners and potential applicants for Initial Teacher Education, and act as the first point of contact for all teacher education enquiries and visitors to the School.

Venue hire

In collaboration with the School Business Manager:

- promote the School as a venue for hire to appropriate community, educational and corporate organisations, in line with the School's Community Access Plan.

General Duties

In addition to the Job Description there will be the following general duties. They may be modified as the school grows and develops by the Director of Operations, after consultation with you, to reflect or anticipate changes in your role commensurate with the salary and job title.

General Responsibilities:

To play a role, under the overall direction of the Principal, in:

- Managing staff and resources.
- Supporting the School's responsibility to provide opportunities for personal and professional growth of all staff.
- Creating a School environment with an outstanding care and guidance of, and for, each other.
- Supporting outstanding teaching and learning, achievement and behavior across the School.
- Carrying operational responsibility for the day-to-day management of the School.
- Undertaking any other professional duties reasonably delegated by the Principal or Director of Operations.

Main Functions:

- To be an active member of the School community who is passionate about ensuring an excellent standard of teaching and learning.
- Provide a flexible service that adapts to the changing needs of the School Community and responds to day to day situations as they arise.
- To ensure that a proactive customer service approach is adopted in all tasks undertaken.
- To be an excellent communicator with the whole School community.
- Ensuring that the School community has the right information at the right time to enable an excellent service.
- To contribute to the ethos of the School by participating and leading on enrichment activities.

- To be an active and supportive part of the wider professional services team.
- Take on relevant responsibilities that are both essential or add value to the School community. For example becoming a First Aider and / or Fire Warden.
- Be aware and alert to the care of each child in the School, monitoring as appropriate and raising concerns when they appear.
- Provide lunchtime and break time supervision as required.
- Consistently produce a high standard of written work.
- To be a professional role model with a clear understanding of tolerance and the importance of diversity.

School Improvement:

- Demonstrate the School's vision and values in everyday work and practice.
- Continually look to improve practice and keep up to date with latest developments related to your role.
- Be knowledgeable in your role and provide advice and guidance to the School community.

Developing Self and Working with Others:

- Develop positive and collaborative working relationships with, and between staff to provide them with appropriate support and guidance in achieving the school's priorities and targets.
- Regularly review own practice, set personal objectives and take responsibility for own development.
- Manage own workload and that of others to allow an appropriate work/home life balance.
- Consistently enhance knowledge in relation to your role utilising self-directed learning.

Leading and Managing the School:

- Support the Director of Operations in the safer recruitment, deployment and development of staff to make most effective use of their skills, expertise and experience.
- Work with the Principal, Director of Operations, Senior Leadership Team and Governors to establish and maintain priorities for expenditure and monitor the effective use of resources to achieve value for money.

Securing Accountability:

- Support the Principal in developing a school ethos which enables everyone to work collaboratively, to share knowledge and understanding, celebrate success and accept responsibility for outcomes.

Community Development:

- Develop effective links, collaboration and the sharing of best practice with local schools and the wider community.
- Promote/preserve outstanding community cohesion across the School and beyond.
- Attend out of school hours events, as directed by the Director of Operations.

Other Requirements:

- To be aware of all Safeguarding/Child Protection issues.
- To assist with registration as required.
- To carry out your responsibilities at all times with due regard to the organisation and arrangements for Health and Safety at Work (including the preparation of Risk Assessments).
- To carry out your duties in line with the School's Policy on Equality and Diversity and be sensitive and caring to the needs of others, promoting a positive approach to a harmonious working environment.
- The University of Birmingham School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. An enhanced DBS check with barred list

information is required for all successful applicants in addition to checking the individual is not subject to a prohibition order. Applicants are required, before appointment to disclose any conviction, caution or binding over including 'spent convictions' under the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975.

- Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar from employment – this will depend upon the nature of the offense(s) and when they were recorded.

Marketing, communications and content officer - Person Specification

Qualifications

- 5A*-C grades at GCSE including at least C grade in English and Mathematics;
- A Level Grades – ABB or better (desirable);

Personal Qualities and Relationships

- To have a positive and motivated approach to work;
- To be flexible and approachable;
- To be resilient under pressure;
- To be highly organised and have exceptional attention to detail;
- To have empathy and understanding of the School's values and objectives.

Interpersonal and Communication Skills

- To have outstanding written skills, across a range of media and forms of content;
- To be fully competent in the use of ICT including design software (desirable);
- To have the ability to gain the credibility and trust of senior University and School colleagues;
- To understand the needs of each of the School's very different audiences;
- To be able to establish and develop good relationships with all involved in the School community;
- To have experience of communicating with people at all levels across an organisation.

Experience

- To have experience of delivering a range of marketing and communication campaigns, including media, social media, advertising, print and copy writing;
- To understand what good content looks like, and to have experience of using the right content for each situation;
- To have experience of designing and creating content assets and / or to have experience of commissioning agencies to produce content and materials.

Other

- An understanding and willingness to be involved in school activities.

Complaints

If, following a future review amendment(s) are made to this document and an agreement is not reached, the appropriate grievance procedure should be used for the settling of any disputes.

Job Description issued by _____
(Signature of the Principal)

Copy received by _____ Date: _____
(Signature of Employee)