

Job Description and Person Specification



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| Job title | Trust Administrator (Marketing and School Improvement) |
| Responsible to | Chief Executive |
| Hours | Full time, permanent (periodic evening meetings required) |
| Salary | NJC Grade E, points 7-11 £25,584 - £27,269 |
| Base | Based at the Trust's central office, with occasional travel to individual schools within the Trust |

Main duties and responsibilities

| Role summary |
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| <p>The Administrator plays a key role in supporting the marketing and communications function of Trust. This position will assist in the planning, execution, and monitoring of marketing campaigns, events, and initiatives aimed at enhancing the Trust's reputation, supporting student recruitment and strengthening relationships with key stakeholders including parents, staff and the local community.</p> <p>Duties in relation to school improvement will include arranging meetings and other administrative tasks supporting school improvement activities across the Trust.</p> <p>The postholder will use own initiative and able to work with minimal supervision and must be able to plan and manage a range of duties, organise own work to meet deadlines and respond professionally to enquiries both internal and external to the organisation.</p> |

| 1. Marketing and communications |
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| <p>1.1. Campaign and Content Support: assist in the creation and distribution of marketing materials, including newsletters, brochures, website content and social media posts. Ensure that all content is aligned with the Trust's branding and messaging.</p> |
| <p>1.2. Event Coordination: support the planning and execution of Trust events and promotional activities across the Trust. Assist with event logistics, coordination of materials and post-event follow-up.</p> |
| <p>1.3. Social Media and Online Presence: help manage the Trust social media channels by scheduling posts, responding to inquiries, and monitoring engagement. Ensure the online presence reflects the Trust's values and achievements.</p> |
| <p>1.4. Database and Reporting: maintain and update the Trust's marketing database. Assist in tracking and reporting on marketing activities and campaigns, using analytics tools to measure success and identify areas for improvement.</p> |

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| 1.5. | Brand Consistency: ensure all marketing materials, communications, and visual assets are consistent with the Trust's brand guidelines. Support the development of creative assets that resonate with a diverse audience. |
| 1.6. | Stakeholder Communication: assist with internal and external communications, ensuring timely and accurate messaging to staff, parents, students and the community. |
| 1.7. | Administrative Support: Provide general administrative support to the central team, including scheduling meetings, managing project timelines and coordinating the procurement of marketing materials. |
| 1.8. | Market Research: conduct research on local educational trends, competitor activities and community needs to support decision-making in marketing strategy development. |
| 2. Administrative duties | |
| 2.1. | Provide a comprehensive administrative support role in relation to school improvement activities across the Trust, preparing meeting packs, documentation and coordinating reports for the Trust's formal committees to a high aesthetic standard using prescribed templates or creating templates where required. |
| 2.2. | Act as a first point of contact in relation to school improvement activities for the Trust with a high degree of professionalism, arranging and training sessions as required. Dealing proactively with queries and other forms of communication as required. |
| 2.3. | Assist in the preparation, collation, presentation and dissemination of key documentation and carrying out any specified small projects associated with the Trust and/or trust schools. |
| 2.4. | Establish and maintain agreed systems for effective digital record keeping including collation and submission of timely reports. |
| 2.5. | Provide flexible administrative cover as required. This will sometimes involve working at another base in the local area. |
| 3. Information and compliance | |
| 3.1. | Ensure all information held is kept up to date and in accordance with GDPR policy requirements. |
| 3.2. | To have responsibility for the data that is inputted to operational systems and ensure it is used correctly and is accurate to support effective performance monitoring. |
| 3.3. | To support the Executive Team in ensuring that reports are set up and delivered on time. |
| 3.4. | Ensure that digital filing is undertaken in a timely manner and identify any issues to the COO. |
| 3.5. | Be responsible for the quality of information held on digital systems. |
| 4. Safeguarding | |
| 4.1. | To be aware of and work in accordance with the Trust and schools' child protection policies and procedures in order to safeguard and promote the welfare of children and young people and to raise any concerns relating to such procedures which may be noted during the course of duty. |

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| 5. Other duties |
| 5.1. To play a full part in the life of the Trust community, to support its mission and ethos and to encourage staff and students to follow this example. |
| 5.2. To actively promote the school and Trust's policies. |
| 5.3. To be courteous and provide a welcoming environment. |

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| Safeguarding |
| To be aware of and work in accordance with the Trust's child protection policies and procedures in order to safeguard and promote the welfare of children and young people and to raise any concerns relating to such procedures which may be noted during the course of duty. |
| Health and Safety |
| The post holder is required to exercise their duty of care by taking responsibility for their own health and safety, and the health and safety of other people who may be affected by their acts or omissions (failure to act). Full guidance regarding health and safety is set out in the Trust's Health and Safety Policy and in any risk assessments relevant to the jobholder's role or circumstances. |
| Confidentiality and Data Protection |
| The post holder is expected to comply with the provisions of the Data Protection Act 2018. Any information that they have access to, or are responsible for, must be managed appropriately and any requirements for confidentiality and security observed. Information must not be disclosed to any person or Authority, for example a parent or the Police, without observing the correct procedure for disclosure as set out in the Trust's Data Protection Policy. Nothing shall prevent you from disclosing information which you are entitled to disclose under the Public Interest Disclosure Act 1998 (as amended), provided the disclosure is made in accordance with the provisions of the Act. The Trust's Whistleblowing Policy is available on the shared drive. |
| Equality and Diversity |
| Mersey View Learning Trust is committed to equality and values diversity. As such, the Trust is committed to fulfilling its Equality Duty obligations and expects all staff and volunteers to share this commitment. The duty requires the Trust to have due regard to the need to eliminate unlawful discrimination, harassment and victimisation, advance equality of opportunity and foster good relations between people who share characteristics, such as age, gender, race and faith, and people who do not share them. The post holder is required to treat all people they come into contact with, with dignity and respect and is entitled to expect this in return. |
| Training and Development |
| Mersey View Learning Trust has a shared responsibility with the post holder for identifying and satisfying training and development needs. The post holder is expected to actively contribute to their own continuous professional development and to attend and participate in any training or development activities required to assist them in undertaking their role and meeting safeguarding and general obligations. |

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| Mobility | |
| The post holder may be required to transfer to any job appropriate to their grade at such a place as in the service of the Trust may be required, in accordance with legitimate operational requirements and / or facilitating the avoidance of staffing reductions | |
| The post holder is also required to | |
| <ul style="list-style-type: none"> Undertake a systematic study of practice with a consequent programme of self and professional development to ensure that the necessary skill, knowledge and understanding are kept up to date. Be aware of and comply with all school policies (available via the Staff VLE. It is important that all staff keep up to date with current policies and any concerns are reported to the relevant named persons without delay. To promote equality, diversity and inclusion and demonstrate this within the role. To play a full part in the life of the school community, to support its distinctive mission, aims and the ethos. To set an example of positive personal integrity and professionalism with appropriate communications and relationships at all levels. To undertake such other duties which may be regarded as within the nature of the duties and responsibilities for the grade of the post as defined and subject to any reasonable adjustments under the Equality Act 2010. Any changes of a permanent nature will be incorporated into the job description. | |
| Endorsement | |
| <p>This job description reflects the major tasks to be carried out by the job holder and identifies the level of responsibility at which the jobholder will be required to work, as at the date on which the last review took place.</p> <p>The list of duties in the job description should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.</p> <p>This job description may be subject to review and / or amendment at any time to reflect the requirements of the job. Any amendments will be made in consultation with any existing jobholder and will be commensurate with the salary grade for the job. The jobholder is expected to comply with any reasonable management requests.</p> | |

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| Declaration | |
| I accept this job description. | |
| Print Name: | |
| Signature: | |
| Date: | |

Person Specification

Trust Administrator (Marketing and School Improvement)

| Category | Essential/ desirable |
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| Qualifications and Training | |
| <ul style="list-style-type: none"> Good level of education for example 5 GCSEs grade A-C (5-9) or equivalent including Maths and English | E |
| <ul style="list-style-type: none"> Qualification in marketing or marketing experience | E |
| Experience | |
| <ul style="list-style-type: none"> Experience in marketing, communications or public relations | E |
| <ul style="list-style-type: none"> Experience of administrative support or marketing roles | E |
| <ul style="list-style-type: none"> Experience working in the education sector or a Multi-Academy Trust | D |
| <ul style="list-style-type: none"> Familiarity with website content management systems (e.g., WordPress) or willingness to learn | D |
| <ul style="list-style-type: none"> Used to working in a busy environment and expertise across the full range of office systems and administrative procedures | E |
| Knowledge and skills | |
| <ul style="list-style-type: none"> Excellent written and verbal communication skills | E |
| <ul style="list-style-type: none"> Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) | E |
| <ul style="list-style-type: none"> Basic knowledge of social media platforms and digital marketing | E |
| <ul style="list-style-type: none"> Strong organisational skills and the ability to manage multiple tasks effectively | E |
| <ul style="list-style-type: none"> Attention to detail and ability to work to deadlines | E |
| <ul style="list-style-type: none"> Knowledge of email marketing platforms (e.g., Mailchimp) or willingness to learn | D |
| <ul style="list-style-type: none"> Driving licence/access to vehicle and willingness to travel to Trust locations | D |
| <ul style="list-style-type: none"> A robust awareness of keeping children safe, noticing safeguarding and welfare concerns, and a clear understanding of how and when to take appropriate action | E |
| Personal qualities | |
| <ul style="list-style-type: none"> Commitment to the Trust's values and vision, with a passion for education and public service | E |

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| <ul style="list-style-type: none"> • Creative thinker with the ability to bring fresh ideas to marketing initiatives | E |
| <ul style="list-style-type: none"> • Able to work independently, showing initiative and proactivity in all tasks | E |
| <ul style="list-style-type: none"> • Willingness to attend training to improve own skills and professional development | E |
| <ul style="list-style-type: none"> • Evidence of Continuous professional development | E |
| <ul style="list-style-type: none"> • Adaptable to changes and open to learning new skills | E |
| <ul style="list-style-type: none"> • Flexible attitude towards work and sound judgement | E |
| <ul style="list-style-type: none"> • Genuine passion for and a belief in the potential of every student, whatever their background or personal characteristics, and a clear understanding that all roles in the Trust and our schools, including support roles, are focused on student achievement | E |
| <ul style="list-style-type: none"> • High levels of honesty and integrity, with an unbending commitment to equality, diversity and inclusion | E |

The above qualities will be assessed through a comprehensive recruitment process, which involves application analysis, scrutiny of reference and interview.

The post holder will be required to complete an enhanced Disclosure Barring Service (DBS) Check with appropriate barred list checks, or the equivalent and must be eligible to work in the UK.