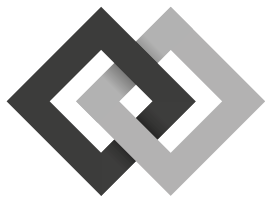


Enriching lives; transforming futures - starting with you.



**FAIRFAX**  
MULTI-ACADEMY TRUST

**Trust  
Communications  
Lead**

CANDIDATE  
PACK





## Welcome from the CEO

### Dear Applicant

**FMAT was established in 2014 by a group of dedicated individuals who were committed to “enriching the lives and transforming the futures” of our students. Since I joined the Trust in February 2020, there has been a strong emphasis on the growth and development of the Central Education and Business Teams to support efficiencies and improve outcomes through strategic collaborative work, all of which is of great benefit to our students, staff, and the wider community.**

FMAT serves over 4000 students in the West Midlands, ranging from 4-18 years of age: with approximately 50% from a disadvantaged background, 18% on the SEND register and 15% EAL. Our vision is that every child within the Trust, regardless of their background, will attend an Academy that offers high-quality education. This means:

- » Every child is recognised as an individual and has access to first-class pastoral care because we want them to be happy.

- » Every child benefits from a wide range of enriching opportunities because we place great emphasis on their personal development.
- » Every child benefits from dedicated leaders, teachers and staff who are relentless in their ambition to improve the quality of teaching in our academies because we know excellent teaching is key to transforming the futures of our students.

This role poses an exciting opportunity for the right candidate to fulfil their vocation, whilst making a real impact, raising standards and consequently “enriching the lives, and transforming the futures” of our young people. They deserve nothing less.

**For any potential candidates that wish to have an informal discussion, please contact Michelle Dolphin, PA to the CEO, by email at [m.dolphin@fmat.co.uk](mailto:m.dolphin@fmat.co.uk)**

**Simon Jones | CEO**  
Fairfax Multi-Academy Trust



# Our Trust

## OUR MISSION

Our Trust was formed in 2014 and has grown to include four academies, which provide education to over 4000 students within the Birmingham and Solihull regions. The Trust is firmly rooted in its mission to 'enrich lives and transform futures' and our moral purpose ensures that we aim to achieve this within a diverse range of communities, serving children from ages 4-18 years.

We achieve our mission by ensuring our students access a broad and wide-ranging curriculum whilst being supported in a structured, kind and caring environment. Our students have access to extensive extra-curricular opportunities because we place great emphasis on their personal development.

## OUR APPROACH

FMAT's philosophy is that each Principal leads and make decisions within their Academy, whilst operating within a framework that adheres to the Trust's Mission, Vision and Values.'

The Trust's Strategic Aims filter down into every area of our organisation, through the Annual Delivery Plan, Academy Improvement Plans, and individual Performance Management Objectives, which ensures that all employees are ultimately working together to achieve our mission to "Enrich Lives and Transform Futures".

Centrally, there is an established business function which includes Finance, HR, Estates, Communications and Marketing, Data and Governance. Within the central Education Team is the School Improvement Team (SIT), which includes Leads in the following areas: Pastoral, Maths, English, SEND and Professional Learning. Following the Trust's Model of School Improvement and using the concept of CSI (Challenge, Support and Intervention), they support our Academies to bring about improvements.

## OUR VISION

Our vision is that every child within the Trust, regardless of their background, will attend an Academy that offers high-quality education.

This means:

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## OUR VALUES

Our mission and vision are underpinned by our values which guide all our activities every single day in order to support all our students to achieve their full potential regardless of background.



### EXCELLENCE

We strive for the highest quality to ensure excellence outcomes and personal achievements.



### DEDICATION

We believe there is dignity in hard work and effort.



### INTEGRITY

We believe in openness, honesty and have a real sense of moral purpose.



### TRADITION

We believe in good manners, kindness and respect.



### AMBITION

We aim to be the best that we can be, in all that we do.





# Our Benefits

At Fairfax Multi-Academy Trust staff wellbeing is prioritised in order to ensure that our staff feel valued and are equipped with a broad range of strategies, resources and services to accommodate their needs.

## MENTAL HEALTH WELLBEING

- » Counselling
- » Wellness Hub
- » Mental Health First Aiders
- » Hub of Hope
- » Wellbeing updates
- » Menopause awareness training
- » Stress management guide
- » High-quality staff training
- » Trust-wide email communication guidance

## PHYSICAL WELLBEING SUPPORT

- » Free flu jab
- » Access to fitness programmes – including yoga, HIIT and more
- » Access to physical activities – during our Trust-wide wellbeing week
- » Diet and nutrition webinars

## FINANCIAL WELLBEING SUPPORT

- » Educational support
- » Salary sacrifice scheme
- » Flexi Perks
- » Perkbox subscription
- » Financial management



“

I have enjoyed working collaboratively with FMAT colleagues in Trust Network Groups (TNGs) and I have benefited from a range of CPD opportunities that have prepared me for middle leadership. For example I am currently studying for an NPQLT through Ambition Institute.

*Laura Walton, CL Art, Bournville School*





## Professional Learning

At Fairfax Multi-Academy Trust (FMAT) we believe that professional learning is an entitlement for all of our employees and that regular training enables our colleagues to continually focus on their areas of growth and make improvements, along with upskilling themselves in order to secure the career path of their choice. We also understand that effective professional learning empowers its' employees to pursue a moral purpose of helping students to thrive and as a result, it is a key component to achieving the Trust's mission to "enrich lives and transform futures".

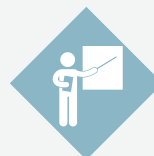
FMAT have invested in various services and partnerships to provide a wide variety of options in relation to further training opportunities.

Members of staff benefit from the far reaching work of Trust wide team and strategic network groups. These groups work collaboratively across the Trust to ensure the best practice is shared and that strategies for effectively reducing workload are explored and implemented. Colleagues from all academies for the membership of these groups and new members of staff are encouraged to become active participants once they have settled into their new roles.



### LEADERSHIP

- » National College
- » The Key for Leaders



### TEACHERS

- » ARK
- » Ambition
- » Apprenticeships
- » The Key
- » QTS Career Stage Professional Learning
- » Handsam



### BUSINESS SUPPORT

- » Apprenticeships
- » National College
- » Handsam







## How to apply

To apply please visit TES by clicking on the link below.

[Fairfax Multi-Academy Trust - TES jobs](#)

For candidates invited to interview, these responses will be explored further, together with the other elements of the Person Specification.

*All appointments are subject to satisfactory references and eligibility to work in the UK.*

### FURTHER INFORMATION

Should you have any queries or would like a confidential conversation about the role, please contact our recruitment team on:

**recruitment@fmat.co.uk** or call **0121 788 4100**



ENRICHING LIVES; TRANSFORMING FUTURES.



“

The staff at Smith's Wood are committed, caring and ambitious. We all want the best for the students and outcomes for the school that we are proud to work in.

*Emma Douglas, Maths Teacher,  
Year 11 Achievement Leader*





ENRICHING **LIVES;** TRANSFORMING **FUTURES**

**EXCELLENCE.**  
**DEDICATION.**  
**AMBITION.**  
**INTEGRITY.**  
**TRADITION.**







# **FAIRFAX**

MULTI-ACADEMY TRUST



## **JOB DESCRIPTION**

**Trust Communication Lead**



## JOB DESCRIPTION

### POST HOLDER

### RESPONSIBLE TO

Head of Quality and Trust Improvement

### LINE MANAGEMENT OF

37.5 hours

### WORKING HOURS

Monday to Friday

### WORKING PATTERN

### SALARY

### HOLIDAY ENTITLEMENT

## JOB PURPOSE

To create an effective Trust communications strategy and lead on its successful delivery, both internal and external.

To proactively identify and act on opportunities where effective and positive communications will promote and/or advantage FMAT.

To create high-quality content across all media platforms which successfully protects and promotes FMAT, showcasing our successes and improving our reputation.

To liaise positively and effectively from a communications perspective with all relevant stakeholders, both internal and external.

To provide communications advice and support to internal stakeholders when required.

To facilitate suitable and appropriate communications responses in times of difficulties or crises.

## MAJOR DUTIES AND REQUIREMENTS SPECIFIC TO THE POST

### Strategy

To create, share, deliver, review and update the Trust Communication Strategy.

To develop and train staff to ensure that the Communications Strategy can be implemented fully in all Trust settings.



### Marketing

To work closely with any Marketing and/or Graphic design roles in line with Trust strategic priorities and academy school improvement plans.

### Content creation

To create, develop and edit copy, using flair and imagination to turn factual information into compelling copy, tailored to a variety of target audiences and in line with house style.

To work closely with teams internally and externally, at all levels, to ensure a coherent and consistent approach is applied to communications, branding and messages.

### Intranet

To ensure that FMAT's intranet is a place worth visiting for all our employees and governors through the regular addition of engaging, relevant and credible content.

To manage the intranet effectively, using a content management system to maintain the quality and integrity of web content, uploading quality assured content when requested.

### Websites and digital

Manage, maintain and update all websites within the Trust by posting engaging content and stories, monitoring wider engagement. To review each academy websites to ensure they reflect communications best practice in line with the Trust Communications Strategy and individual academy improvement plans. Undertake regular audits of the websites to ensure accuracy and performance. Ensure all digital content comply with the Trust's brand identity, guidelines and key messaging.

### External communications

Proactively engage and positively manage relationships with partners; research and cultivate prospective partners; and act as the first point of contact for partner enquiries.

Identify PR opportunities and manage media relations, setting up media interviews when required and drafting statements to influence coverage. Proactively pitch stories/commentators into topical news events.

Coordinate activities which help senior leaders to maintain and further develop strong relationships with current partners and facilitate introductions to new partners.

### Management Information

Provide timely reports on engagement activities and brief senior leaders.



Develop and manage a partnership database, ensuring data is captured, kept up to date, shared appropriately and partner potential support and/or impact is tracked.

#### Parental communications

To provide guidance and support for direct parental communications through the effective use and development of the Trust parental communications mechanisms.

#### Social media

Manage Trust social media channels by posting engaging content and stories, monitor to widen engagement, and ensure channels are kept updated and social conversations maintained.

Keep up to date with popular culture and trends, be confident in the use of social media and be aware of emergent digital communications platforms.

#### Others

Effectively manage financial resources and lead on the cost-benefit analysis of communications activities for your portfolio.

Respond professionally to queries from colleagues.

Follow relevant standards, practices and processes in order to support the quality assurance, monitoring and evaluation of activities against objectives.

Embrace change, support new and collaborative ways of working, and share best practice.

Ensure the appropriate escalation of issues and areas of concern to the relevant leader.

Demonstrate a commitment to the ongoing development of yourself and others.

### **GENERAL**

1. Promote and safeguard the welfare of students you come into contact with.
2. Be aware of and comply with policies and procedures relating to safeguarding, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.
3. Be aware of and adhere to all Trust and Academy level policies and procedures and comply with their contents; raising any concerns in a timely manner.
4. Be aware of, support and ensure equal opportunities for all.
5. Contribute to the overall ethos/work/aims of the Trust.
6. Appreciate and support the role of other professionals.
7. Attend and participate in relevant meetings as required.
8. Participate in training, other learning activities and performance development as required.
9. Engage actively in the performance review process.
10. Perform any other such duties as the CEO may from time to time determine.



I have read and accept this job description

**Signature:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

#### **Review and amendment**

This job description allocates core initial duties and responsibilities and will be reviewed periodically and when appropriate. It is therefore not necessarily a comprehensive definition and may be subject to change or modification at any time after consultation.

## Person Specification

Experience/knowledge/qualifications	Essential	Desirable
Degree or equivalent work experience in a similar role	✓	
Experience of website management	✓	
Experience of working with both digital and print communications	✓	
Experience of creating content for web, print and social media	✓	
Educated to GCSE level A* - C or equivalent in English and maths	✓	
Experience of working in the education sector and in multi-site settings		✓
Good knowledge of IT systems and proficient in the use of MS Word, Excel, PowerPoint, Outlook and Email	✓	
Experience of leading and managing others		✓
Experience in coaching and training others		✓
Personal qualities and attitudes	Essential	Desirable
Excellent communication skills	✓	
Good relationship building skills and ability to interact with people at all levels of the organisation	✓	
Strong organisational skills, ability to prioritise and meet strict deadlines	✓	
Ability to maintain confidentiality at all times, deal with situations in a tactful manner and be a person of integrity	✓	
Self-motivated and proactive with the ability to work autonomously with minimum supervision and as part of a team	✓	
Ability to work under pressure and meet deadlines, while maintaining a positive attitude.	✓	
Be flexible and adaptable to change	✓	
A commitment to actively support change and evidence of identifying and implementing improvements to processes or services and a commitment to continuing professional development	✓	
Have an openness to learning and change	✓	
Excellent attendance and punctuality	✓	
Willing to undertake appropriate training and development with a positive attitude	✓	
A commitment to the ethos, vision and values of the Trust	✓	



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