



STEP ACADEMY TRUST

JOB DESCRIPTION

Job Title	STEP Communications and Fundraising Manager
Responsible to	STEP Executive Director of Primary

Job Purpose:

- Responsible for all aspects of communication internally and externally and identified streams across the Trust. This will include designing, developing and implementing a communication and fundraising strategy which raises the profile of the Trust's brand both internally and externally.
- To lead, in conjunction with Academy Leaders, activities to maximise pupil numbers and generate income through grants and sponsorship projects.
- To review and work with the Executive and Data Analytics Team to improve the Trust's digital presence and ensure it aligns to the mission, vision of the Trust, including websites.
- Increase positive public presence and influence of the Trust within and beyond the education landscape, which will increase pupil numbers and support the Trust's ambition to open a new geographical hub and become a mixed MAT.

Key Accountabilities:

- Development and implementation of a coherent, multi-year communication strategy that supports the Trust's vision and mission
- Develop publicity materials and promote the use of the Trust brand guidelines
- Promoting good practice across the Trust by supporting the development of positive stakeholder communications
- Work with third party providers to design and manage all aspects of external communication
- Manage effective and successful Trust-wide marketing events
- Create social media PR strategies and manage the Trust's social media platforms
- Raise the profile of Trust events to attract influential education partners, businesses and donors
- Support the marketing initiatives to provide income generating opportunities
- Manage any issues which might impact on the reputation of the Trust and deal with them in an intelligent, timely and effective manner
- Build strong relationships with local and national media outlets and prepare statements and responses to press enquiries which might be contentious in nature
- Develop successful communications with DfE and relevant government departments
- Take the lead in developing new income sources and generating income for identified projects
- Establish and develop a Trust-wide fundraising strategy for raising unrestricted income
- Raise the Trusts digital presence, including academy through the continued development of Trust websites.

Safeguarding commitment

STEP Academy Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. An enhanced DBS check is required for this post.

Personal Development

Maintain a commitment to your own professional development. Be aware of changing employment legislation, new developments and innovations through the use of publications, internet and other resources. Stay informed about relevant changes and emerging themes within the sector.

Commitment to Equality and Anti-racism

STEP Academy Trust has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and to promote its policies in their own work, to undertake any appropriate training and to challenge racism, prejudice and discrimination.

Commitment to Diversity

Take individual and collective professional responsibility for championing the Trust's anti-racism agenda and proactively implementing initiatives which secure equality of access and outcomes. Also to commit to continually developing personal understanding of diversity.

Green Statement

Seek opportunities for contributing to sustainable development of the Trust, in accordance with the Trust's Green Commitment. In particular, demonstrate good environmental practice such as energy efficiency, use of sustainable materials, sustainable transport, recycling and waste reduction.

Data Protection

To be aware of the Trust's responsibilities under the Data Protection Act 2018 and GDPR and ensure compliance.

Confidentiality

You are expected to treat all information acquired through your employment, both formally and informally, in strict confidence.

Health & Safety

Every employee is responsible for their own Health & Safety, as well as that of colleagues, service users and the public. Employees should co-operate with management, follow established systems of work, use protective equipment where necessary and report defectives and hazards to management.

The post holder may be required to perform other than these duties given in the job description. The particular duties and responsibilities attached to posts may vary from time to time without changing the general character of the duties or the level of responsibility. The job description is not a comprehensive statement of duties but sets out the main expectations of the Trust.

PERSON SPECIFICATION

Job Title: **STEP Communications and Fundraising Manager**

Category	Essential	Desirable	Assessed by: Application Form	Assessed by: Interview	Assessed by: Task
Qualifications & Experience					
Degree level qualification in communication /marketing/media or demonstrable experience	✓		√		
Considerable experience in communications	✓		√	√	√
Extensive experience of fundraising and soliciting donations and grants	✓		√	√	
Experience of charity fundraising		✓	√		
Knowledge & Understanding					
Track record of delivering effective and innovative communication strategies and plans	✓		√	√	√
Evidence of delivering communications initiatives across a wide range of media	✓		√		
Good working knowledge of all communications disciplines, including social and digital media, and their use as part of an integrated communication strategy	✓			√	√
Skills & Abilities					
Ability to manage multiple work streams independently	✓		√	√	
Ability to persuade, motivate, negotiate and influence	✓		√	√	
Excellent written and oral communication skills. Confident all-round communicator	✓		√	√	√
Personal Skills and Attributes					
Ability to work under pressure in a constantly changing and demanding environment and remain professional at all times	✓		√		
Ability to work successfully as a team player establishing effective working relationships. Working with Executive Teams and delivering effective communication within an executive strategic vision	✓		√		√