



Communications & Operations Manager – Job Description	
Reports to:	Chief Operations Officer
Pay scale:	Band 4

Job Purpose

- To promote the values, purpose and objects of NET Academies Trust by providing high quality communications to the NET team, staff, pupils, parents and wider community.
- To support the Trust's relationships with business contacts, including suppliers and advertisers.
- To maintain and develop all internal and external communications and marketing, including website and social media.
- To be responsible for ensuring that all aspects of recruitment are carried out in accordance with Trust policies and good practice, including liaising with candidates to promote the Trust.
- To provide effective clerical, operational and HR support to the Trust.

Key Responsibilities

Communications

- To seek and promote academy and Trust news and stories via the website and social media, to ensure regular, high quality positive communication and maximum engagement with external stakeholders to promote the Trust's aims, values and brand identity.
- To produce regular press releases and improve the NET profile in the wider community.
- To nurture relationships with local press; identify and liaise with key contacts locally and nationally.
- To generate promotional materials and be proactive in organising academy events and exhibitions in order to raise awareness of the academy brand and promote the Trust.
- To organise and manage photo opportunities and press calls where required.
- To monitor content and provide regular updates to social media sites for each academy and the Trust.
- To ensure that the Trust's and all academies' websites are functional, up to date and in line with the Trust's brand identity.
- To compile and issue the termly NET Academies newsletter, ensuring high quality, relevant content which communicates the Trust's aims, values and brand identity.
- To produce and update the prospectus for each academy.
- To respond to telephone, written and personal enquiries from other staff, parents, the public, other authorities, suppliers and other professional bodies, taking further action as required.
- To produce the school's newsletters in liaison with Heads of School and Office staff.
- To manage internal communications, including compiling and distributing a half-termly internal bulletin and assisting with production of the Staff handbook for each academy.
- To undertake market research and benchmarking to help inform the Trust and academies' marketing strategies.
- To compile and manage a marketing calendar of events.
- To develop a marketing plan to achieve the Trust's aims for recruitment and retention of pupils that is both measurable and costed.

Human Resources

- To assist with recruitment and marketing events to increase applications to join Trust staff.
- To ensure all aspects of staff recruitment are carried out in accordance with Trust policies and good practice, including:
 - Placing advertisements for roles;
 - Liaising with academies in organising interviews and assisting on interview days;
 - Completing all paperwork for candidates, including all pre-employment checks, then liaising with HR and Payroll Manager on issuing appointment letters.
- To maintain the Recruitment Tracker and ensure the information is accurate and up to date and complies with current statutory guidance; updating the Single Central Register appropriately.
- To ensure the COO and HR Manager receive all the information they require regarding staff appointments and payroll set-up.
- To assist with scanning and uploading individual personnel files for all staff to secure storage area on OneDrive, checking to ensure all appropriate information is held and obtaining any missing documents from members of staff, in liaison with Office Managers.
- To maintain high standards when managing confidential information, complying with the Trust's data protection procedures and legal requirements at all times.

Operations

- To ensure Trust policies are reviewed timely and remain compliant and practical, liaising with legal advisors as required to obtain updated templates.
- To manage the policy review cycle, prompting and facilitating the review and approval process via the appropriate channels, then ensuring all approved policies are circulated and uploaded to Trust and academy websites, as appropriate.
- To manage the review cycle for Risk Assessments, ensuring Assessors are prompted timely to review, facilitating the process and maintaining full records of all risk assessments in place across the Trust.
- To ensure all relevant information is displayed on the Trust website and liaise with Office Managers to ensure academies' websites are compliant with DfE requirements.
- To build new compliant websites for academies joining the Trust and provide training and support to new Office Managers on maintaining their academy's website.
- To provide administrative assistance to in the transition of academy conversions within the Trust, when required.

General

- To participate in the performance management and development review process, taking personal responsibility for identifying learning, development and training opportunities, in discussion with line manager.
- To comply with individual responsibilities, in accordance with the role, for health and safety in the workplace.
- To ensure that all duties and services provided are in accordance with the Trust's Equal Opportunities Policy.
- To share in the Trust's commitment to safeguarding and promoting the welfare of children, including understanding and adhering to the Safeguarding and Child Protection Policy.
- The duties above are neither exclusive nor exhaustive and the post holder may be required by the CEO, COO or HR and Payroll Manager to carry out other appropriate duties within the context of the job, skills and grade.

Communications & Operations Manager – Person Specification

Specification	Requirement	Example
Qualifications & Experience	Specific qualifications and experience	Successful experience of marketing and publish relations work in a busy environment, relevant qualification desirable. Educated to NVQ Level 2 or equivalent with GCSEs in Maths and English
	Knowledge of relevant policies and procedures	Good knowledge of general school policies and procedures Basic knowledge of employment law Working knowledge of Health & Safety policy and procedures
	Literacy	Excellent reading and writing skills
	Numeracy	Ability to undertake complex calculations
	Technology	Excellent ICT skills, including Word, Excel, mail merge, website and social media applications.
Communication	Written	Excellent inter-personal and communication skills, both written and verbal.
	Verbal	Ability to exchange verbal information clearly and sensitively with a wide range of people, both children and adults.
	Languages	Ability to overcome communication barriers with children and adults
	Negotiation	Ability to consult with colleagues in an effective way
Working with Children	Behaviour Management	Understand and implement the school's behaviour management policy
	SEN	Good understanding and support of the differences in children and adults and ability to respond appropriately in relation to the role
	Curriculum	Good understanding of the learning experience provided by the school in relation to the role
	Child Development	Good understanding of the way in which children develop in relation to the role
	Health & Wellbeing	Understanding of the importance of physical and emotional wellbeing Ability to support children who may be unwell
Working with Others	Working with Partners	Understand the role of others working in and with the school
	Relationships	Ability to establish rapport and respectful and trusting relationships with children, their families and carers and other adults
	Team Work	Ability to work effectively with other adults in the school Ability to work on own initiative and be self motivated
	Information	Ability to provide timely and accurate information
Responsibilities	Organisational Skills	Good organisational skills Ability to work accurately and with attention to detail
	Time Management	Ability to manage own time effectively
	Creativity	Ability to follow instructions effectively
General	Equalities	Demonstrate a commitment to equality
	Health & Safety	Good understanding of Health & Safety
	Child Protection	Understand and implement child protection procedures
	Confidentiality & Data Protection	Understand procedures and legislation relating to confidentiality
	CPD	Demonstrate a clear commitment to develop and learn in the role Ability to effectively evaluate own performance and share knowledge with others