



Job Title: Head of Marketing – The Wensum Trust

Responsible to: Chief Operations Officer

Line management: Marketing Assistant, external agencies

Terms and Conditions: 18.5. Hrs, All Year Round, Occasional adjustment of hours to meet peaks in workload (e.g. events, school and emergencies).

Salary Scale: Scale K

Location: Across all Wensum Trust schools and central services

Our Vision

Our vision is to work together to help every child to develop into high achieving, confident, healthy, caring and resilient members of their family and community; creating a pathway to support their career aspirations, independence and contribution to society.

Our Qualities

Our organisation is committed to a Relational Approach that acts as a golden thread through all aspects of our work. This approach ensures that every interaction nurtures emotional wellbeing, belonging, inclusion, and achievement for our children, families, and communities.

Relational Practice Framework

All staff are expected to embed the Three C's in their daily practice:

- Connecting — Building trusting, respectful relationships.
- Communicating — Sharing information clearly, openly, and with empathy.
- Collaborating — Working together to achieve positive outcomes.

Staff must also model our six core relational qualities:

- Curious
- Compassionate
- Courteous
- Courageous
- Calm
- Creative

These qualities underpin how we interact, respond, and support others, ensuring our environment remains safe, inclusive, and relationship-centred.

Expectations for All Team Members

Every member of staff is expected to demonstrate the ability to:

- Build positive relationships with all children, families, and colleagues.
- Recognise and regulate their own emotions, thoughts, and behaviours, understanding how these influence others.



- Be curious about behaviour and seek to understand the reasons behind actions, accepting all feelings and beliefs without judgement.
- Show empathy and a genuine desire to support others' emotions, thoughts, and experiences.
- Demonstrate courage and commitment to growth by reflecting on practice, embracing change, and engaging in ongoing learning.

Impact of Our Relational Approach

By embedding this relational ethos, staff contribute to:

- A culture of emotional safety and wellbeing
- A strong sense of belonging and inclusion
- Positive, trusting relationships across the community
- Improved engagement, resilience, and achievement for children and families
- A collaborative, reflective, and supportive staff team

Core Purpose

The Head of Marketing is the strategic lead for all marketing, brand, and communications activity across The Wensum Trust. Building on the existing Marketing Manager role, this position provides vision, leadership and direction to strengthen the Trust's reputation, drive pupil recruitment, enhance community engagement and ensure consistent, high quality communication across all schools.

The postholder will lead the development and delivery of a Trust-wide marketing strategy, manage the central marketing function, oversee outsourced providers, and ensure that all communications reflect the Trust's values and strategic priorities.

Key Working Relationships

- Chief Operating Officer
- Headteachers and Senior Leadership Teams
- Admissions and Attendance Teams
- Central Services (HR, Estates, Finance, Safeguarding)
- External agencies: design, print, media relations, crisis comms
- Parents, carers, pupils and community partners

Key Areas of Responsibility

Marketing Strategy & Brand Leadership

- Lead the creation and implementation of a comprehensive Trust marketing and communications strategy.
- Shape and develop the Trust's brand identity across all schools.
- Ensure consistent messaging, tone and visual standards across all communications.
- Conduct market research, competitor analysis and demographic reviews to inform strategic planning.



- Provide strategic advice to the COO and senior leaders on marketing priorities and opportunities.
- Act as guardian of the Wensum Trust brand, ensuring alignment across all schools.
- Oversee brand development projects, including visual identity, messaging frameworks and campaign themes.
- Maintain a Trust-wide brand asset library and ensure compliance with brand guidelines.

Content, Communications & Storytelling

- Lead the creation of high-quality written, visual and digital content for websites, newsletters, social media and print.
- Ensure consistent, compelling storytelling that highlights pupil achievements, school life and Trust-wide initiatives.
- Oversee editorial planning and the Trust-wide content calendar.
- Approve press releases, parent communications and key messaging.
- Ensure clear, timely and effective communication with parents, staff and stakeholders.
- Support crisis communications in partnership with outsourced providers.
- Oversee media relations, including proactive PR and response to enquiries.

Digital Marketing and Analytics

- Lead the Trust's digital strategy across websites, social media and online advertising.
- Oversee website performance, development and compliance.
- Use analytics to measure impact, inform strategy and optimise performance.
- Ensure digital content is accessible, compliant and aligned with Trust values.

Outsourced Services Management

- Act as the primary liaison for outsourced design, print, media relations and crisis communications providers.
- Commission work, manage briefs and ensure outputs meet Trust standards, deadlines and budgets.
- Oversee quality control and ensure suppliers deliver consistent, professional and brand-aligned materials.
- Coordinate media enquiries through the Trust's external media relations partner.
- Support the COO in activating crisis communications protocols via the outsourced provider when required.

Admissions & Recruitment Support

- Work with admissions teams to design and deliver recruitment campaigns.
- Oversee marketing materials for open events, transition activities and outreach.
- Ensure prospective families receive a welcoming, informative and consistent experience.
- Support key recruitment events, including occasional evening or weekend work.

Publications & Print Materials

- Oversee the creation of prospectuses, brochures, signage and event collateral.
- Ensure materials are high-quality, contemporary and aligned with strategic positioning.
- Manage relationships with external print suppliers and ensure cost-effective production.

Events & Community Engagement



- Lead Trust-wide events and celebrations from a marketing and communications perspective.
- Capture or commission photography and video content to support ongoing marketing activity.
- Build positive relationships with parents, alumni and community partners.

Leadership & Line Management

- Lead and develop the Marketing Assistant.
- Provide clear direction, workload planning and professional development.
- Promote best practice across the Trust and support school-based staff involved in marketing.
- Manage outsourced providers (design, print, media relations, crisis comms) and ensure high-quality outputs.

General Responsibilities

- Uphold the Trust's values and act as an ambassador for its mission.
- Maintain confidentiality and handle sensitive information appropriately.
- Ensure compliance with safeguarding, GDPR and data protection requirements.
- Support the wider work of the Trust as required.

Safeguarding

- Respecting confidentiality issues linked to home/students/teachers/school work and to keep confidence as appropriate.
- To keep up to date with the Trust's procedures for safeguarding and child protection, reporting any concerns to a senior designated person.

Health and Safety

- Be aware of the responsibility for your personal Health, Safety and Welfare and that of others who may be affected by your actions or inactions.
- Co-operate with the employer on all issues to do with Health, Safety & Welfare.
- Continuing Professional Development
- In conjunction with the line manager, take responsibility for personal professional development, keeping up-to-date with developments related to school efficiency, which may lead to improvements in the day-to-day running of the school.
- Undertake any necessary professional development as identified taking full advantage of any relevant training and development available.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this role profile.

Employees are expected to be courteous to colleagues and students, providing a welcoming environment to visitors and telephone callers.



This role profile is current at the date shown, but in consultation with you, may be changed by the CEO or Board of Trustees to reflect or anticipate changes in the job commensurate with the grade and job title.

Person Specification

	Essential	Desirable
Personal Attributes	• Relational and emotionally intelligent; empathetic and self-aware. • Curious, reflective, and open to learning. • Organised, reliable, and able to prioritise workload effectively. • Flexible and adaptable, with a positive attitude. • Professional integrity, confidentiality, and discretion. • Calm, pleasant manner with a sense of humour. • Trustworthy, punctual, and responsive to deadlines. • Excellent interpersonal skills; collaborative across schools and Trust teams. • Commitment to the ethos, values, and vision of Wensum Multi Academy Trust. • Commitment to professional development • Commitment to learning across business functions.	
Qualifications	• Degree-level education — or equivalent professional experience. • Marketing or communications training — formal or informal.	• CIM or equivalent qualification • Evidence of continuous professional development
Experience	• Significant experience in marketing or communications • Experience managing outsourced providers (design, print, media relations, crisis comms) • Experience producing digital content for websites, social media and campaigns • Strong organisational and project-management skills.	• Experience supporting recruitment or admissions campaigns • Experience working in education or public-sector environments

	• Experience line managing or supervising staff	
Skills/Knowledge	• Strong understanding of marketing principles, brand management and digital strategy • Knowledge of brand management and visual identity • Understanding of digital analytics and performance metrics • Awareness of safeguarding, GDPR and data protection • Excellent written and verbal communication • Strong organisational and project-management skills • Ability to manage multiple deadlines • Ability to brief and manage external suppliers • Digital literacy including CMS, social media scheduling, email marketing tools • Creative thinking and problem-solving • Ability to build positive relationships with staff, parents and external partners	• Knowledge of media relations processes • Photography and basic video skills
Other	• Full driving licence and ability to travel across Trust sites. • Willingness to work flexibly, including occasional out-of-hours support. • Enhanced DBS clearance.	