



Job Title: Marketing Assistant– The Wensum Trust

Responsible to: Head of Marketing

Terms and Conditions : 37 Hrs, All Year Round, - Occasional adjustment of hours to meet peaks in workload (e.g. events and school emergencies)

Salary Scale: Scale E

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 Marketing Assistant provides day to day support to the Marketing Manager in delivering high-quality, consistent and professional marketing and communications across The Wensum Trust.

The role supports pupil recruitment, community engagement, digital content creation and the smooth running of marketing operations. The postholder will work closely with schools, central teams and external providers to ensure the Trust's brand and values are represented effectively.

Key Working Relationships

- Marketing Manager
- Chief Operating Officer
- School 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

Content Creation & Communications

- Support the creation of written, visual and digital content for websites, newsletters, social media and printed materials.
- Draft news stories, event write-ups and pupil achievement features.
- Assist with proofreading and ensuring all content meets Trust brand standards.
- Maintain a steady flow of positive stories from schools.

Digital Marketing & Social Media

- Support the scheduling and publishing of content across Trust social media channels.
- Monitor engagement, flag opportunities and escalate issues where needed.
- Assist with updating school and Trust websites using CMS tools.
- Help gather analytics and prepare performance reports.

Photography, Video & Creative Support

- Capture photography and short video clips at school events and activities.
- Organise and maintain the Trust's digital asset library.
- Prepare simple graphics or templates using Trust-approved tools (e.g., Canva).
- Liaise with external designers for more complex creative work.

Admissions & Recruitment Support

- Assist with the production of materials for open days, transition events and outreach activities.
- Support the Marketing Manager in delivering pupil recruitment campaigns.
- Help ensure prospective families receive timely and accurate information.

Events & Community Engagement

- Support the planning and delivery of Trust-wide events, celebrations and launches.
- Assist with event logistics, photography, signage and promotional materials.
- Help build positive relationships with parents, alumni and community partners.

Administration & Coordination

- Maintain content calendars, project trackers and marketing logs.
- Coordinate with external suppliers for printing, design and media relations.
- Process purchase orders, quotes and invoices in line with Trust procedures.
- Ensure all files, assets and documents are stored correctly and securely.

Brand & Compliance

- Ensure all materials follow Trust brand guidelines.
- Support the Marketing Manager in maintaining consistent messaging across schools.
- Follow safeguarding, GDPR and data protection requirements at all times.

General Responsibilities

- Uphold the Trust's values and act as a positive ambassador.
- Maintain confidentiality and handle sensitive information appropriately.
- Undertake any other duties reasonably requested by the Marketing Manager or COO.

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	• Good standard of general education including English and Maths • Willingness to undertake further training	• Relevant Level 3 qualification (e.g., media, marketing, communications) • Marketing or digital communications training
Experience	• Experience creating digital content for social media, websites or newsletters • Experience using social media in a professional context	• Experience supporting events or promotional activities • Experience working with photography or video • Experience working in a school or public-sector environment • Experience working with external suppliers (e.g., print or design)

Skills/Knowledge	• Basic understanding of marketing principles • Understanding of brand consistency • Knowledge of social media platforms and trends • Awareness of safeguarding, GDPR and data protection • Ability to create engaging content for different audiences. • Good organisational and time-management skills • Ability to use digital tools such as CMS, Canva, email marketing platforms • Ability to work accurately with attention to detail • Ability to build positive relationships with staff, pupils and external partners • Ability to follow instructions and work independently	• Understanding of school environments • Basic photography and video capture 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.	