

# The Potteries Educational Trust

## Applicant Information Pack Computing Hub Administration & Marketing Officer

Salary: £23,585 - £25,276 pro rata

(£11,792 - £12,637)

Closing Date: Sunday 1<sup>st</sup> September 2024



E-mail: [HR@potteries.ac.uk](mailto:HR@potteries.ac.uk)

01 August 2024

Dear Applicant

## **Computing Hub Administration & Marketing Officer**

Thank you for your interest in the above post. I hope this application pack and other documentation contains all of the information you need.

If, after reading the information, you are still interested in the post please complete an application form and return to [HR@potteries.ac.uk](mailto:HR@potteries.ac.uk). All candidates will be assessed against the information provided in the enclosed job description and the essential and desirable criteria outlined in the person specification, therefore, please consider the details in the job description and person specification carefully so that you know what the job involves and how you can match this in terms of your skills, abilities and knowledge. The information you provide in your application form and supporting information is the only information that we will have in deciding whether or not you will be shortlisted for an interview. Please do not attach a curriculum vitae or additional sheets as these will not be considered.

As part of the Trust's efficiency measures, we do not send letters to unsuccessful candidates, therefore if you do not hear from us within one month of the closing date you may assume that your application has been unsuccessful.

If you require any further information or wish to discuss the post in more detail, please do not hesitate to contact me in the HR Department at [hr@potteries.ac.uk](mailto:hr@potteries.ac.uk)

Thank you again for your interest in the post and I look forward to receiving your completed application by Sunday 1<sup>st</sup> September 2024.

Yours faithfully,



Heather McLachlan, CEO

## About The Potteries Educational Trust

### The Potteries Educational Trust

Our focus is to provide the very best education for every child and young person within the Trust, offering a high quality, broad, academic education for the children and young people of Stoke-on-Trent, North Staffordshire and beyond.

Working with like-minded partners the Potteries Educational Trust centers on the development of the very best practice in teaching, learning and assessment. We will provide teaching and learning in a nurturing, supportive environment with a broad range of opportunities and extra-curricular activities available for all within the Trust.

The Potteries Educational Trust was formed in 2017. We provide education for children and young people from 4 years to 18 years and beyond. Our establishments include the City of Stoke-on-Trent Sixth Form College, Biddulph High School, Moorside High School and Werrington Primary School.

### Our Vision

As a Learning Community, we share common values and principles which are embraced at every academy within the Trust. These values form the foundations of everything that we do and achieve as a Multi-Academy Trust with one outcome in mind, to create a caring community that delivers excellence and inspires futures.

We have dedicated and committed Members, Trustees and Local Governors with a wide range of educational and business experience. Each school and college has its own Local Governing Body so that decisions are made at a local level specific to the individual needs of each school. Each establishment has its own individual character and uniqueness. It is important for our Trust to celebrate our diversity whilst working to our common values and principles.

We offer a vast range of opportunities through the curriculum and extra-curriculum activities to develop our young people for life experiences and promote high aspirations. The Trust has extensive links with regional and national businesses and universities. We provide wide ranging continuous professional development opportunities for all staff.

We are proud of being a Trust that successfully promotes the highest of aspirations in all our students as evidenced by the multiple opportunities available to meet leading professionals and academics, explore their vocation, experience educational visits across the globe and apply successfully for the most competitive of destinations.

### Our Values

- We strive for excellence in both academic achievement and life experiences to provide a rich education and opportunities beyond just a set of qualifications.
- We seek to inspire our children and young people, raising their aspirations to be the best they can be and to make a positive contribution to our local and national community.
- We believe in the added value of working partnerships across all phases of education and the benefits and opportunities it brings to our students and staff.
- We will maintain an open access policy ensuring that admission is not based on academic success, within the context of the available curriculum in each establishment.
- The Trust will promote a broad, holistic education for all our children and young people who seek to broaden their understanding of the world.
- All partners in the Trust have an equal place and will work together with honesty, transparency and fairness. We will learn from each other to add value to our practices and to the children and young people and communities we serve.

### Our Principles

By working together and learning from each other to add value to our practices and to the children and young people and communities we serve, we will champion the following core principles:

- The safety and wellbeing of the children and young people we serve in every action taken by the Trust and its constituent members.
- A caring, community-centered ethos throughout the Trust, cherishing every individual child and young person.
- Excellence in academic terms but also in providing a broad education beyond qualifications – to be 'Outstanding' in all we do.
- We will ensure the effective use of resources for the benefit of all children and young people in the Trust.
- We are committed to every child and young person in the Trust; we celebrate diversity and will work to narrow any gaps in aspiration, achievement or attainment within our community.

- The Trust offers a Pension Scheme for all our employees to access in order to help plan for their retirements.
- We are committed to offering flexible employment opportunities enabling staff to strike a sensible balance between home and work life. Wherever possible, we are open to discussing a range of flexible working options including reduced/compressed hours; remote working; flexible start and finish times.
- We offer a robust and supportive induction, peer support and a comprehensive programme of professional development, we pride ourselves on the achievements of our colleagues as professional members of our community. We offer dedicated training days for all staff and support employees in attending external courses and gaining professional qualifications where permissible.
- Employees are entitled to register for our cycle to work and computing schemes, where you are able to purchase bikes and the latest IT equipment and mobile phones with convenient monthly payments automatically deducted from your salary. Make NI savings and spread the cost over a period of 12 months.
- We have an employee assistance programme which is available to all staff and immediate family members. As part of this, employees have access to our health and wellbeing portal, provided by Health Assured, which includes free face to face counselling and telephone support for a whole variety of issues, worries and concerns.
- The Trust offers Occupational Maternity, Paternity and Adoption Schemes where you may be entitled to enhanced occupational leave and pay.
- The Trust offers generous annual leave entitlement to all whole year Support Staff with a minimum of 22 days to a maximum of 33 days plus 3-5 local days at Christmas and 8 bank holidays. All entitlements are pro-rata for part time positions.
- Free eye tests and discount vouchers available to use at Specsavers.
- Each academy has an on-site Canteen together with various areas where you can sit and enjoy your breaks and host visitor/team meetings etc.



The Potteries Educational Trust is a growing Multi Academy Trust, working collaboratively with educational institutions from across Stoke on Trent, Staffordshire and beyond, seeking to improve outcomes for all children and young people in the region. The Trust is a vibrant Learning Community working to maintain and develop excellent and innovative teaching and learning. The Trust seeks to deliver high quality parental engagement, pastoral support and the pooling of resources and expertise to achieve an Outstanding learning experience and outcomes for all our children and young people. Institutions work together to foster high quality academic and pastoral support, utilising the best elements of educational research in moving existing strong practice to outstanding in every sense.

## Computing Hub Administration & Marketing Officer

**Part-time, 18.5 hours, Whole Year, Fixed Term until August 2025**

Benefits include enhanced annual leave, pension scheme, free on-site parking

North Midlands Computing Hub, working with a wide range of partner organisations, provide a comprehensive CPD offer for school teachers and technicians across a wide geographic region.

We are seeking to recruit an Administrator/Marketing Officer to provide professional, efficient and effective administrative and marketing support for the regional Computing Hub.

The post holder will actively contribute to the effective communication and marketing of our programme using multiple forms of media. In addition, you will ensure that our course programme booking systems contains the most up to date information and is accessible for teachers and technicians and you will support the smooth running of courses both remotely and in person.

The nature of the post requires the willingness to work flexibly according to the necessities created by internal and external CPD events. In particular, this may include occasional evening work as necessary, to meet the requirements of the role.

If we receive a high volume of applications, we reserve the right to close any vacancies from further applications. Please ensure you apply without delay if you wish to be considered for this role.

For further details and an application form please visit the Trust's website: [www.potteries.ac.uk](http://www.potteries.ac.uk), or email [HR@potteries.ac.uk](mailto:HR@potteries.ac.uk). Alternatively, telephone Human Resources on (01782) 854210.

The Trust is committed to Equal Opportunities. Applications are particularly welcome from members of the ethnic minorities who are currently under represented at the Trust.

The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. In line with Keeping Children Safe in Education, an online search will be conducted as part of our due diligence checks on all short-listed candidates. An enhanced DBS Disclosure will be required prior to taking up an appointment with the Trust.

# Job Description

## Computing Hub Administration & Marketing Officer

<b>SALARY:</b>	£23,585 - £25,276 pro rata (£11,792 - £12,637)
<b>LOCATION:</b>	City of Stoke on Trent Sixth Form College, Trust offices
<b>REPORTS TO:</b>	Computing Hub Lead

---

*This job description is not a comprehensive definition of the post. Discussions will take place on a regular basis to clarify individual responsibilities within the general framework and character of the post as defined below.*

### POST OBJECTIVE

- Provide professional, efficient and effective administrative support for the regional Computing Hub (CH).
- Ensure that our course programme booking systems contain the most up to date information and is accessible for teachers and technicians.
- Support the smooth running of courses whether physical or remote/online.
- Actively contribute to the effective communication and marketing of our programme using all available means including social media, electronic newsletters and our website pages.
- Work flexibly to ensure appropriate cover is provided for the requirements of the post.

### GENERAL DUTIES AND RESPONSIBILITIES

- To participate in Potteries Educational Trust processes as required.
- To comply with the Potteries Educational Trust policies and codes of practice in relation to Health and Safety, Security, Equality and Diversity, Child Protection, Confidentiality and Data Protection.
- To work flexibly in the interests of the Potteries Educational Trust as required.
- To participate in the Potteries Educational Trust Performance Management/Appraisal Schemes and undertake staff development activities as appropriate.
- To be responsible for promoting and safeguarding the welfare of children, young people and vulnerable adults you are responsible for, or come into contact with, and outside of this, to exercise vigilance at all times.
- Promote and be committed to the Academy's ethos, aims and objectives.

## POST SPECIFIC DUTIES AND RESPONSIBILITIES

### Work Processes and results

- Provide professional and effective administrative support in relation to course booking procedures, course programmes, delegate packs and general centre administration.
- Record information and process registrations and course bookings using relevant systems.
- Liaise with facilitators and subject-specific consultants regarding venue details, number of participants and other course requirements.
- Produce and distribute a range of communications and marketing materials, both hard copy and electronic including course flyers, newsletters and regular programme updates.
- Maintain the Computing Hub website and other website pages with up to date course information and other appropriate information.
- Support and contribute to social media communications including Twitter and Facebook including scheduling social media posts.
- Manage a diverse range of administrative tasks (e.g., monitoring recruitment figures, liaising with tutors/ participants and entering course details into all appropriate systems), anticipating peaks of workload and planning accordingly.
- Liaise with other departments/organisations as required e.g., to book catering/car park
- Liaise with internal and external partners as required e.g. acting as a contact point for STEM.
- Learning, liaising with PET colleagues and schools to book rooms.
- Provide a meet and greet service as appropriate for facilitators and delegates including hosting remote twilight CPD.
- Deal with enquiries via email, telephone and personal callers.
- General office duties as required e.g. photocopying, mail sorting, maintaining e-filing records, ordering of stationery and supplies.
- Work on own initiative and provide admin updates to colleagues as required.
- Organise internal and external meetings.
- Manage the room bookings diary, coordinate venue bookings from internal and external customers.
- Arrange processing or purchase orders, invoices for payment and raise invoices for course fees where appropriate.
- Assist with training needs analysis as appropriate to develop a relevant programme of activities.
- Assist in the evaluation of activities.

- Work closely with CH and PET colleagues.
- Work closely in support of CH Lead.
- Work closely with CH partners as required.
- Work closely with the National Centre for Computing Education (NCCE) and STEM Learning.
- Cover for other staff as appropriate during periods of absence.

### **Communication**

- Assist with the development of strategy and action plans including communication and marketing.
- Communicate effectively across a range of audiences.
- Liaise, establish and maintain positive links with external agencies and providers.
- Interrogate Edubase and other educational websites.
- Create course flyers using templates and distribute to prospective customers.
- Use appropriate systems or social media to create newsletters and marketing materials.
- Distribute regular newsletters.
- Maintain and update course information or re-direct as appropriate.
- Maintain relationships with internal and external contacts and suppliers
- Provide information and advice on administrative procedures to facilitators, participants and customers.
- Assist with collating and summarising information for reporting processes.
- Respond to any requests for information or re-direct as appropriate.
- Attend and participate in external meetings, exhibitions, regional groups and conferences when required.
- Take meeting minutes as required
- Maintain and update CH web presence as appropriate.
- Maintain and update contact records, databases and marketing logs within current legislative requirements (safe storage of personal information and data protection).
- To undertake other reasonable duties commensurate with seniority and grade.



## PERSON SPECIFICATION

CRITERIA	ESSENTIAL	DESIRABLE
----------	-----------	-----------

### Qualifications

4 GCSEs (or equivalent) grade C or above including English and Maths or equivalent experience	✓	
---	---	--

### Professional development, skills, experience and knowledge

Understanding of school learning environments	✓	
High levels of literacy, numeracy, and ICT skills including advanced knowledge of Microsoft packages	✓	
Experience of maintaining relationships with a range of internal and external stakeholders	✓	
Experienced in dealing with confidential and sensitive information with tact and discretion.	✓	
Understanding of continuous professional development in an educational setting including personal professional development		✓
Experience of communication and marketing using a variety of strategies including social media and electronic newsletters	✓	
Experience of developing and contributing to the development of communications and marketing materials	✓	
Use of online administrative and customer relationship management systems		✓
The ability to prioritise tasks effectively	✓	

### Skills, Personal Qualities and Special Attributes

Must accept and actively support the Potteries Educational Trust values including equality and diversity.	✓	
Have initiative and be proactive in solving problems and meeting deadlines.	✓	
Excellent written and verbal communication skills.	✓	
Good interpersonal and organisational skills.	✓	
Ability to work as part of a team.	✓	
Excellent presentational skills.	✓	
Have a genuine interest in young people.	✓	
Responsive and flexible attitude to changing needs and demands.	✓	
Ability to seek and accept guidance and engage with appropriate lines of reporting	✓	

**The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. In line with Keeping Children Safe in Education, an online search will be conducted as part of our due diligence checks on all short-listed candidates. An enhanced DBS Disclosure will be required prior to taking up an appointment with the Trust.**