Olive Academies

Communications and Marketing Executive

- £38,510 - £43,149 FTE | £36,532 - £40,922 pro-rata
- 37 hours per week, term time plus four weeks
- Remote
- Local Government Pension Scheme
- OA benefits package

Apply now

To arrange an informal discussion or to visit us, please phone 07526 190957

Olive Academies is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment. To this end, both an Enhanced Disclosure and Barring Service check and a Barred List check are required for this role. We particularly welcome applications from under-represented groups.

About Olive Academies

Established in 2013, Olive Academies is a growing multi-academy trust, specialising in alternative provision. Comprising five academies in London and East England, we provide education to children and young people between 7 and 16 who have been excluded, or are at risk of exclusion, from a mainstream school, and those who are unable to attend mainstream school due to medical needs.

We believe that every child and young person has the right to learn and the ability to achieve. Our mission is to provide our pupils with creative, nurturing and inspiring learning opportunities which re-engage them in learning and transform their lives. This is reflected in our core values, which underpin everything we do:

- Conviction: everyone has the capacity to reach their potential
- Determination: not giving up on those who have not experienced success in their lives
- Ambition: all challenges can be overcome, and education is an important lifelong journey
- Reflection: learning from experiences and developing a capacity to improve further

In addition to our school-based provision, we support mainstream schools with outreach and specialist expertise – working towards our objective of preventing exclusions.

We employ over 120 members of staff, who all contribute to the success of our academies and the OA network as a whole. From teachers, trustees and senior leaders to administrators and support staff, everyone has a crucial role to play.

We truly value our staff and care about the support and development opportunities that are in place to help individuals fulfil their role. We actively encourage continuous professional development (CPD) and support our staff to participate in CPD activities, as well as providing a bespoke career pathway programme. We offer flexible working arrangements, provide numerous wellbeing initiatives and a well-rounded benefits package.

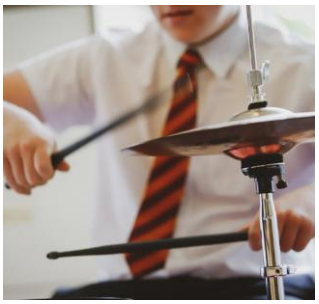
Working in alternative provision can be challenging but is also incredibly rewarding; this is your chance to play a part in improving the education and lives of some of the most vulnerable children and young people in the country.

If you have the experience and enthusiasm to join us on our journey, we would love to hear from you.

Thank you for your interest.

Mark Vickers MBE
Chief Executive





"I have never worked anywhere like Olive. **Staff work as a collective** and there is **so much support and enthusiasm** to make THE difference. I see colleagues caring so much and they have a relentless drive to support students."

"The education we provide is **so much more than a subject.** For some of our young people we are the only constant trustworthy adult in their life."

"Knowing that **we can make a difference** to the pupils when they have been failed in other settings is **hugely motivating**. The look of pride of a 14 year old's face when he realises he can read is amazing and then hearing from others how this really has opened up a curriculum for him is **something I had never experienced before**."

"Everyone's **ideas and experience is genuinely valued**, no matter your role."

"I like having to **think outside of the box** and **adapt my ways of working**, whether that's teaching phonics whilst playing with small world or practising times tables when playing football! I enjoy every day at Olive."

Job description

We are looking for an experienced communications professional to join the trust's growing Communications Team. Working alongside our existing Communications and Marketing Executive, you will strengthen and grow our presence through regular, meaningful content that engages our key stakeholders and supports the strategic direction of the trust. Working across social media, websites, intranet and print, you will develop a compelling and coherent narrative that aligns with our positioning statement, creating content that demonstrates our impact, reinforces our credibility and celebrates our achievements.

This role will suit an organised and proactive communications or marketing professional with excellent written skills and a keen eye for detail.

Key responsibilities include:

- ***working collaboratively and proactively with colleagues across the trust to identify and develop high-quality content that engages stakeholders and supports the trust's strategic objectives. You will be responsible for creating content tailored to the channels on which it is published, applying SEO best practice where appropriate, and ensuring all communications meet the highest standards of quality, accessibility and brand consistency. All content should reflect the trust's tone of voice and maintain accuracy in spelling, grammar and punctuation.***
- ***strengthening the trust's social media presence through the development and delivery of an effective organic content plan that increases audience engagement and supports the trust's strategic objectives. You will be responsible for identifying, planning and coordinating a strong pipeline of content that delivers a coherent narrative across channels, appropriately positioning the trust as a leading AP MAT and employer of choice. Through the analysis of channel and content performance, you will identify trends and opportunities to inform future content.***
- ***overseeing the trust's websites and intranet as directed, ensuring content remains accurate, compliant, accessible and aligned with organisational priorities, while proactively identifying opportunities to improve user experience, content effectiveness and application of SEO best practice. Monitoring performance through Google Analytics and reporting against KPIs to drive continuous improvement as required.***
- ***working with colleagues from across the trust, delivering employee engagement activities and products including a staff survey, and production of Olive in Action, the trust's staff newsletter, overseeing from start to completion.***
- ***planning and delivering paid-for digital advertising campaigns as directed, providing insight-driven advice on channel selection, ad type, audience segmentation and budget.***
- ***defining success measures for digital channels and online advertising campaigns as directed, monitoring performance against agreed objectives and using data-driven insights to optimise performance. Producing clear, actionable reports for colleagues, translating campaign metrics into recommendations that inform future communications and marketing activity.***
- ***editorial oversight for recruitment materials, ensuring they are accurate, engaging and aligned with trust's brand and tone of voice, and coordinating effective promotion of***

vacancies across digital channels to increase reach.

- *coordinating occasional design and print jobs, developing design briefs and print specifications to produce high-quality branded publications, materials and digital assets, that fulfil requirements and are delivered on time and within budget*
- *creating, editing and maintaining a suite of branded assets, templates and resources for use across a range of communications channels. You will produce and adapt a variety of multimedia assets, ensuring they are optimised for their intended use and aligned with the trust's brand standards. The asset bank will support more efficient content production, strengthen the trust's visual identity and increase consistency across channels.*
- *writing for a range of channels and audiences to support the aims and priorities of the communications strategy. You will be responsible for proofreading and editing your own work, as well as peer-reviewing colleagues' content, ensuring a consistently high standard of quality, accuracy and tone of voice. Typical formats include social media posts, news articles, press releases, blogs, impact stories, case studies, profiles, interviews and testimonials for both internal and external audiences.*
- *proofreading copy, editing as necessary for spelling, grammar, punctuation, clarity, tone and consistency, ensuring that it is on message, meets brand guidelines and maintains a professional standard*
- *acting as brand guardian, ensuring consistent application of our brand guidelines across all materials and channels*
- *effective brand and reputation management, working closely with the Communications and Marketing Manager*
- *providing reliable and timely media monitoring as required*
- *contributing to effective crisis communications responses by supporting the Communications and Marketing Manager*

Note: The duties above are neither exclusive nor exhaustive and the post holder may be required by the Communications and Marketing Manager to carry out appropriate duties within the context of the job, skills and grade.

Person Specification

Measurements: A = Application, I = Interview, R = Reference, T = Task

Qualifications and Training

First degree or equivalent, ideally in a relevant subject such as digital marketing, marketing, communications, English or journalism, or significant relevant experience	A	Essential
CIM, IDM or CIPR qualification	A	Desirable

Experience

Minimum of 3 years' experience of working in a similar role	A	Essential
Adept at writing engaging copy that connects with the target audience	A, I, T, R	Essential
Proficient in writing for different channels	A, I, T	Essential
Experience of working to brand guidelines, ensuring a consistent brand voice and messaging	A, I, R	Essential
Considerable experience of proofreading and editing both your own work and that of others	A, I, T, R	Essential
Experience of delivering social media activities for business, growing social media presence and increasing engagement through organic content	A, I, T, R	Essential
Experience of planning and executing a range of online advertising campaigns, including PPC, display and remarketing, successfully managing budgets, monitoring campaign performance and tracking key metric	A, I, T, R	Essential
Experience of creating digital lead generation campaigns, from concept through to implementation	A, I, T, R	Essential
Experience of planning and delivering successful LinkedIn campaigns	A, I, T, R	Essential
Experience of using reporting tools, such as GA4, to analyse digital campaign and website performance, providing actionable insights to adapt and optimise campaigns and sites to improve effectiveness	A, I, T, R	Essential
Experienced in website publishing and competent in using a CMS	A, I	Essential

Experience of implementing SEO principles across websites, including optimising page content, metadata, site structure and user journeys to improve organic performance.	A, I, T, R	Essential
Experience of creating marketing materials, such as posters, leaflets, banners	A, I, R	Essential
Experience in producing multimedia content, such as video, audio, or animated graphics	A, I	Desirable
Experience of working with third parties including design agencies, printers and photographers	A, I	Desirable
Public sector experience	A, I, T	Desirable

Knowledge

Sound understanding of marketing principles and practices and the principles of effective communications	A, I	Essential
Good command of the English language; grammar, punctuation and spelling	A, I, T	Essential
Sound understanding of digital advertising campaign performance metrics and optimisation	A, I, T	Essential
Knowledge of X, LinkedIn and Facebook for business	A, I	Essential
Sound understanding of website best practice	A, I	Essential
Good understanding of SEO principles and best practice, including keyword optimisation, metadata, content structure, internal linking and technical factors that influence search visibility.	A, I, T	Essential
Good working knowledge of Microsoft office: Word, Excel, PowerPoint, SharePoint and Teams	A	Essential
Up-to-date working knowledge of digital analytics, tracking and reporting tools, including Google Analytics 4, enabling you to use and interpret the system confidently	A, I, T	Essential
Knowledge of the education system in England	A, I	Desirable
Knowledge of safeguarding	A, I	Desirable

Skills and Abilities

Excellent written, verbal, editorial and proofreading skills, with attention to detail and accuracy	A, I, T, R	Essential
Strong copywriting skills	A, I, T, R	Essential
Strong communication skills	A, I, T	Essential
Excellent time management, organisational and administrative skills, with the ability to work successfully under pressure and prioritise tasks effectively to meet deadlines	A, I, T, R	Essential
Strong analytical, interpersonal and thinking skills	A, I	Essential
Ability to coordinate campaign budgets efficiently, ensuring optimal allocation of resources	A, I	Essential
Able to use Adobe Creative Cloud, Canva or similar to create branded digital content	A, I	Desirable

Personal Aptitude

Professional, credible, confident communicator	A, I	Essential
Personable and approachable	A, I, R	Essential
Exceptional communication and collaboration skills, and able to build positive working relationships at all levels	A, I, R	Essential
Ability to work with tact, diplomacy and discretion and maintain confidentiality	A, I, R	Essential
Self-motivated, productive and diligent individual who works on own initiative, while keeping others well-informed and is confident in asking for support if needed	A, I, R	Essential
Adaptable and willing to learn new skills and tools with a commitment to your personal and professional development	A, I, R	Essential
Able to work flexibly to meet the changing needs of an organisation, including working remotely with minimal supervision	A, I, R	Essential
Commitment to an open, collaborative style of team working	A, I, R	Essential
A commitment to the vision, values, aims and objectives of Olive Academies	A, I	Essential

Transform young lives with Olive Academies Trust

Thank you for your interest in working with Olive Academies.
We look forward to receiving your application.

Find out more and apply.

oliveacademies.co.uk