

Accountable to: Head of Marketing and Communications

Direct Reports: N/A

Salary: Aligned to Seashell Trust job evaluation

Hours: Full Time 37.5 hours

Disclosure level: Enhanced DBS

Budget Accountability: n/a

Is this role covered by a Collective agreement: No

Job Summary

An exciting opportunity to work within the Marketing and Communications team in the role of Marketing and Communications Officer holding responsibility for the planning and delivery of digital communications, PR and media.

The Communications and Marketing Officer is responsible for communicating and marketing the work of Seashell Trust and its impact and benefits for the people we support.

About Seashell Trust

Originally founded in 1823, Seashell Trust is a nationally recognised and registered charity based in Cheadle Hulme, Stockport operating under the aegis of the patronage of Her Majesty the Queen. The Trust consists of the Royal School Manchester (RSM), Royal College Manchester (RCM), care homes, outreach, health and family services.

The Trust specialises in providing integrated education and care for children and young people with the most complex neuro-disabilities, including children with a combination of deafness, blindness, autism and attendant profound physical and multiple learning disabilities and /or difficulties (PMLD), collectively often described as a “high needs” or “complex needs.

All of the children and young people have significant neurological problems and critically, all of them have limited or even no ability to communicate independently.

Our vision is for the children and young people in our care to be safe, happy and to achieve the best possible best outcomes so that they are valued and valuable members of their communities.

A specialist staff team of over 500 people form ‘Team Seashell’ and include speech and language therapists, audiologists, physiotherapists, teachers, swimming instructors and residential care workers, who educate, care and support our day and residential students.

In 2016, the Trust completed a £10m new build programme, providing 17 new houses in a village setting on site for residential students or for those requiring a short break package. £8.4m of this was raised via a fundraising appeal. These homes are specifically adapted for children and young adults with a range of disabilities, and provide a pleasant living environment in a community setting. They enable residents to develop their independence

skills as well as share homes, often with peers from the school or college. The homes support residents' transition to adulthood as they enjoy opportunities to become independent and learn valuable, life-long skills.

In April 2020, Seashell Trust was granted planning consent to develop our new school and campus, with some adaptations to college building, new sport facilities, training and early year's assessment centre.

To bring this five-year £50m development to fruition Seashell Trust has launched a £13m fundraising appeal, the Transforming Lives Appeal (TLA), the largest appeal since the charity was founded. The remaining funding comprises proceeds from the sale of the land to Bloor Homes, charity reserves and a small bank loan.

Seashell Trust Strategic Priorities: through our people we will...

1. Help children and young people to live their best lives

Help children and young people with the most profound and complex needs, and their families, to live their best lives and be happy and valued members of their communities.

2. Provide high quality education and care

Provide high-quality, coordinated, and seamless specialist education, care, communication skills, therapy and early intervention services for students from across the UK.

3. Be an employer of choice

Be an employer of choice, engage with and value our team and forge strong links with partners and sector leaders to develop the range of specialist services, provision, training and training facilities offered by Seashell.

4. Lead good practice and innovation

Establish Seashell its School, College and campus as a regional, national and international centre of excellence for children and young people with very special needs.

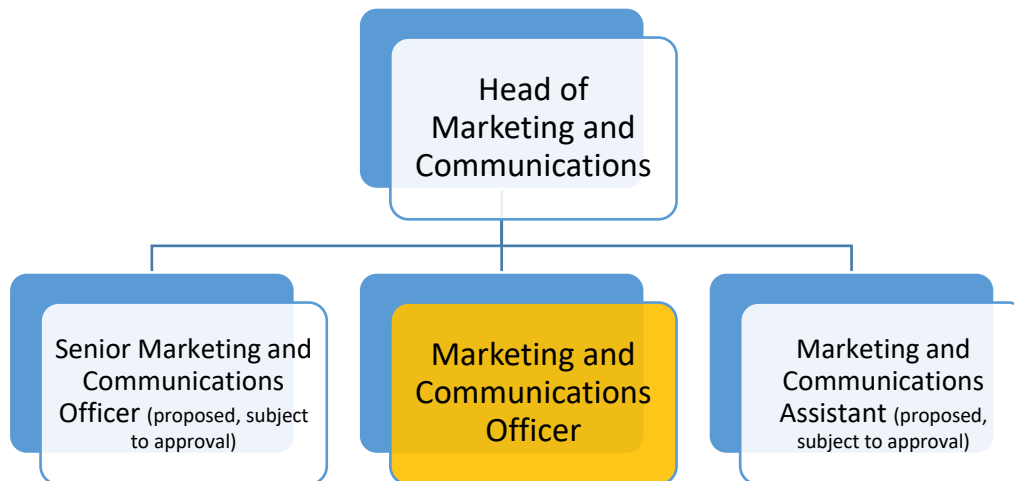
5. Focus on wellbeing, sport and recreation and bonds with local communities

Place inclusive wellbeing, sport, recreation at the heart of our work, with a regional and national centre for student and community use.

6. Deliver strong management and leadership

Underpin the work of the Trust with robust financial practices, safeguarding of our children and young people, good governance and a supportive approach to our colleagues

Marketing and Communications Team Structure



Main Duties

Strategy:

- Contribute to the planning and production of engaging digital communication strategies for Seashell Trust
- Lead on the development of Seashell's PR and media strategy
- Support the planning and production of engaging internal communications strategies for Seashell Trust.

Brand:

- Develop content for a range of key Seashell Trust publications
- Develop content for the website, collate case-studies and testimonials to enrich marketing copy and support ad-hoc projects
- Support Seashell's understanding of its visual identity by providing advice and guidance to staff
- Reinforce Seashell's visual identity in collateral produced in-house.

Digital Engagement:

- Support the delivery of engaging digital communications strategies
- Plan, oversee, copy edit and rewrite key content for Seashell's website and core email outputs, ensuring it supports Seashell's priorities, its core values, meets required standards and is kept up-to-date
- Support the development of an engaging and impactful social media planning across all Seashell's platforms; creating high-quality content, sharing at the right time, meeting the needs of our audiences and encouraging positive engagement
- Maximise opportunities to collect usable data and undertake analysis, providing reports on outcomes of activities

Media and Public Relations:

- Co-ordinate the development of an annual PR plan
- Secure editorial to support a range of priorities
- Develop and manage relationships with key UK media
- Identify and create media opportunities to deliver positive coverage which helps raise awareness of Seashell Trust

- Play a key role in the organisation of media stunts, briefings and photo calls when necessary
- Implement PR/media plans for key projects as agreed, identifying and creating newsworthy stories and drafting press materials
- Deal with media queries and initiatives, comments and statements
- Maintain a media pack and media materials and provide advice and support for Seashell staff

Internal Communications:

- Deliver internal communications across Seashell that drive advocacy
- Support the embedding of Seashell's vision and core values and key campaigns through a variety of medium – digital and print – using innovative and creative communications
- Produce and circulate 'What's On' – Seashell's weekly staff update and events listing
- Contribute to the production and circulation of the 'Team Briefing' – Seashell's monthly staff briefing
- Produce and upload content to Seashell's intranet and via other existing and newly identified internal communication channels (TV screens, noticeboards).

Other:

- As a communications and marketing 'business partner' provide generic marketing and communications and marketing support to colleagues across the organisation, responding to general queries and referring to communications and marketing team colleagues where necessary
- Establish positive and collaborative working relationships with colleagues across departments to support the delivery of communications, marketing and PR strategies
- Maintain Seashell Trust's online image/film library and other electronic collateral, ensuring that it is up to date, easy to navigate and meets our needs
- Oversee the storage of marketing materials and monitor stock levels
- Contribute to the continued development of the communications and marketing site on SharePoint
- Ensure that all communications are inclusive and accessible.

General responsibilities

Additional Duties

To undertake any reasonable additional duties which you may be required to be undertake as requested by your line manager.

Equality, Diversity and Inclusion

To support all service users to develop skills that enable them to prepare for transition, participate in further education, supported employment and to live in households where they are supported to manage their income effectively.

To adhere to the Charity's policies and procedures on Equal Opportunities and Diversity.

Safeguarding

To demonstrate commitment to, and adhere to the Charity's policies and procedures for safeguarding and promoting the welfare of children, young people and vulnerable adults.

All contact positions will be subject to an Enhanced Disclosure via the Disclosure and Barring Service (DBS) all employees are required to register and maintain an online update service DBS subscription.

Health and Safety

All employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) and must follow these in full at all times, including ensuring that they act in line with all agreed procedures at all times in order to maintain a safe environment for students, colleagues and visitors.

Infection prevention and control is everyone's responsibility all staff are required to adhere to the Trusts Infection Control Policy.

All offers of employment are subject to receipt of satisfactory medical information on our Medical Questionnaire and a satisfactory health assessment. The Trust requires certain information before employees start employment, to ensure that they will be able to perform the requirements of the job and give reliable service, and to ensure compliance with relevant Health and Safety regulations. The information is also required in order to establish whether any reasonable adjustments may need to be made to assist employees in performing their duties, in accordance with the Equality Act 2010.

All employees have a responsibility to keep their line manager fully informed of any health related issues that may affect them undertaking their day to day role.

Policies and Procedures

All staff are required to undertake an induction and familiarise themselves with the Trusts policies and procedures which can be found on our SharePoint page. You may be signposted to policies and procedures throughout the duration of your employment for example through probation period and subsequently in your supervisions which will be held on a regular basis with your line manager.

Confidentiality and Data Protection

All staff must maintain confidentiality of information about students and staff and meet the needs of the General Data Protection Regulation 2018 (GDPR) at all times. Staff must follow the Trusts Policies and Procedures in this area. Any confidential information gain by a member of staff in their role must not be communicated to other persons except where required in the recognised course of duty.

Right of the Child

To adhere to the guiding principles of the Convention of the Rights for the Child which include non-discrimination; adherence to the best interests of the child; the right to life, survival and development; and the right to participate.

Person Specification		
	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> • Good general education (5 GCSE A – C or equivalent inc maths and english) • Advanced MS Office • Full clean driving licence 	<ul style="list-style-type: none"> • Degree or equivalent professional qualification • Communications/PR/Marketing/Business Development qualification
Experience	<ul style="list-style-type: none"> • Proven work experience with a good track record in the delivery of marketing and communications materials • Can demonstrate experience of working with website content management systems and social media management software • Experience of developing and delivering effective communications across a range of social media platforms • Successfully working as part of a team, openly exchanging information and supporting colleagues 	<ul style="list-style-type: none"> • Experience of working in a demanding environment • Ability to work to tight deadlines • Ability to prioritise workload • Experience of working in a digital marketing role in the public or private sector • Experience of working in an education or care setting • Social media measurement and analysis
Skills and knowledge	<ul style="list-style-type: none"> • Ability to write high quality marketing communications copy that is engaging, informative and interesting • A keen eye for design with high levels of creativity • Proficient in the preparation, scheduling and engagement with social media across platforms using social media management dashboards • Proficient in the use of image manipulation software, email marketing systems and automation platforms • Excellent interpersonal communications skills and ability to engage positively, professionally and diplomatically with colleagues, the public and external agencies • Ability to undertake research and analyse data 	<ul style="list-style-type: none"> • Proficient with web and social media analytics, able to produce tracking/trend reports • Able to produce photographic and short film clip content • Desire to share knowledge and skills to support colleagues in operational departments • Strong administration skills • Knowledge and interest in special educational needs and disabilities (SEND) • Confident and competent user of Word Press

	<ul style="list-style-type: none">• Ability to work to tight deadlines, juggle a range of projects and prioritise tasks effectively• Desire to work as part of a team along with the ability to work independently	
Personal Qualities	<ul style="list-style-type: none">• Self-motivated and proactive, results-driven• Will be required to work outside of office hours on occasions by agreement	