



Wade Deacon Trust

Interim CEO: Mr I Kirkham

Innovation Enterprise Centre, Birchfield Road,
Widnes, WA8 7TD

www.wadedeacontrust.com

Company No: 08278808



Wade Deacon High School

Birchfield Road, Widnes, WA8 7TD

Telephone: 0151 423 2721

Principal: Mr S Corner

Marketing and Community Leader

Application Information

Grade 6 SCP 26-28 – Term time plus 4 weeks – 29.6 hours pw

To start: ASAP

Permanent.

We seek to appoint a highly skilled, enthusiastic and inspiring colleague to join our successful school. The role is a newly created one, and we require someone who can both lead the effective marketing of the school's corporate identity and build on our already strong links with the local community. The post holder will also be responsible for writing bids to secure grants for new and exciting initiatives involving both the school and the wider community. The post holder must have excellent literacy and ICT skills to enable them to lead on all communication internally and externally, including creating newsletters, news articles and website materials to inform and celebrate the school's successes and achievements.

Our school is a supportive and rewarding place to work. We can offer the successful candidate an opportunity to work with highly trained and supportive staff, as well as a whole school commitment to professional development. A comprehensive programme of CPD supports colleagues at all career stages; through the Teaching School and the Multi-Academy Trust we provide excellent career opportunities for our staff. Colleagues seeking a varied, challenging and rewarding career can find this in the Wade Deacon family.

Wade Deacon High School is the lead school of a cross-phase, cross-regional Teaching School Alliance, and also the lead school in a growing Multi-Academy Trust: The Wade Deacon Trust. With a range of exciting opportunities for aspiring teachers, support staff and current educational leaders, we provide the very best support and training to ensure that our staff achieve their goals.

Wade Deacon High School is friendly, dynamic and innovative. Our last OFSTED described us as "an outstanding school" in every category. Our passion is to not only maintain this status but achieve our goal to be truly exceptional. We have developed outstanding International links with top schools in Japan, China and India. In 2014 we were shortlisted for both 'Employer of the Year' in the Investors in People Awards, and 'Excellence in Learning and Development' in the Personnel Today Awards. We are



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also accredited as Investors in People 'Champions', a prestigious recognition of our commitment to growth and excellence through supporting, recognising and encouraging our staff. In April 2018, we achieved Arts Mark Platinum status reflecting the excellence within our school and our commitment to providing the best opportunities for our students.

The successful applicant will have to meet the requirements of our Personnel Recruitment specification and be subject to an enhanced DBS (CRB) check and medical clearance.

Application form and further details are available via the school website www.wadedeacon.co.uk or on request by telephoning the school on 0151 423 2721.

Closing Date: Thursday 24 May 2018 at 9.00am.
(Interviews will be Monday 4th June 2018)



Job Description

Job Title: Marketing and Community Leader **JD Code: JDA29**

Department/Team: Marketing

Reports to: School Business Manager

No (and job title) of reports: Marketing and Reprographics Technician

Line Management:

The post holder will be accountable to the School Business Manager for all initiatives related to this post.

Job Purpose/Summary:

To lead all aspects of Marketing, Community Liaison (including the international dimension of the school) and additional projects within the school. To ensure quality Marketing for the school and to be the key liaison with the local Community. To find and apply for relevant Grant Income through both bid writing and fund raising and secure accreditation for relevant awards.

Key Tasks and Accountabilities:

- To lead the ongoing development and implementation of the school's corporate identity
- To coordinate and support a vibrant and up to date school website positively illustrating all aspects of school life
- To lead on the international dimension of the school including the Erasmus project
- To support the development of effective communication across school by leading and managing a weekly bulletin
- To lead the design and production of the school prospectus and support with whole school events and award ceremonies
- Produce the school newsletter and coordinate the distribution to parents and the wider community
- To celebrate and share school successes within the school and look for opportunities to support staff and students to develop student leadership
- To celebrate and share coverage in the local press about pupils' successes and achievements
- To coordinate, design and update whole school displays depicting aspects of life at the school
- To support the marketing of the school following GCSE results day and support the Principal when required
- To source, apply for and manage a range of funding opportunities from grant-awarding bodies that are relevant to the school, including
- To complete comprehensive, effective bids for any available funding and accreditation for relevant awards
- To liaise with any relevant staff to assist in the bid details and to deliver projects following successful applications
- To coordinate and manage appropriate community events and all community liaison



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- To contribute to the development and coordination of corporate identity and marketing materials across the MAT as required under the guidance of the Principal
- To assist in the training of work placement trainees

Other duties

- To carry out any other duties reasonably requested by the Principal Head of School, Executive Principal and/or Line Manager
- All members of the team are expected to undertake a collective responsibility for ensuring that: office/kitchen area is kept tidy at all times

In addition, the post holder should:

- share the school's vision and aspiration to be a World class school and follow all school policies
- be flexible and adapt to change
- have a pro-active approach to his/her work and demonstrate initiative and rigour
- have excellent attendance
- be a role model and act as an ambassador for Wade Deacon High School in and outside of the school by speaking positively about the school in the community; upholding a 'Commitment to Excellence' at all times; by dressing appropriately in the corporate clothing approved and provided by school
- undertake training when necessary to enable him/her to perform all duties effectively.

The Wade Deacon Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

This post is subject to an enhanced DBS disclosure and satisfactory medical clearance.

This job description may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the Academy in relation to the post holder's professional responsibilities.



Person Specification

CRITERIA	ESSENTIAL (<i>Desirable</i> if stated)
A. Education and training	<ul style="list-style-type: none">To hold a qualification relevant to the role. <i>Desirable</i>To have evidence of professional development relating to the role.To have evidence of experience in community engagement in an educational setting. <i>Desirable</i>
B. Skills and abilities	<ul style="list-style-type: none">To be an excellent communicator at all levels.To have excellent ICT skills.To be able to lead across the school.To be able to coordinate a range of tasks effectively and simultaneous.To have good leadership skills or the potential to develop these.To have excellent organisational skills.
C. Special knowledge	<ul style="list-style-type: none">To have a good knowledge of effective marketing strategies.To have a good knowledge of grant sources and bid applications.To have a good knowledge of how to effectively celebrate success & achievement.
D. Personal qualities	Evidence of: <ul style="list-style-type: none">The ability to relate to and motivate staff, parents and students.The ability to lead across the whole school.Good moral values that support the vision of the school.A good sense of humour.
E. Approach to work	Evidence of: <ul style="list-style-type: none">High motivation and professional commitment.A commitment to student-centred education.A commitment to involving parents and other stakeholders as partners in the education process.A commitment to and understanding of equality of opportunity.Flexible and adaptable.

Once in post, the post holder will:

- continue to maintain and demonstrate high standards;
- demonstrate a commitment to develop themselves professionally;

In addition, the post holder should have the ability to:

- vocalise the school's vision and aspiration to be an exceptional school
- be flexible to adapt to change
- have excellent attendance



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- be a role model and act as an ambassador for Wade Deacon High School in and outside of the school by speaking positively about the school in the community; upholding a 'Commitment to Excellence' at all times; by dressing appropriately and smartly in a suit or smart skirt / dress / trousers and jacket.

Wade Deacon High School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

This post is subject to an enhanced DBS disclosure and satisfactory medical clearance.



Context

Wade Deacon Trust

Wade Deacon High School is the lead school in a growing multi-academy trust; The Wade Deacon Trust. The Trust is an approved DfE Academy sponsor. It is focused upon improving life chances for students and communities providing sustainable school improvement; and schools joining the Trust do so with the prime aim of improving each other so that they can all become outstanding schools.

Wade Deacon High School

The school is an 11-16 fully comprehensive and heavily oversubscribed school with over 1500 students. In 2011 the school was judged “Outstanding” in all categories by Ofsted.

The school’s ethos of ‘A Commitment to Excellence’ permeates through every aspect of school life. A disciplined, supportive and purposeful working environment enables students to excel across the whole curriculum, reflected in the success that students attain year on year at both Key Stages 3 & 4.

Attainment

Wade Deacon’s external examination results are consistently well above the national average and the best in the local area.

2017 Examination Results Summary:

- 73% of pupils gained 9 - 4 grades in English and Mathematics
- 49% of pupils gained 9 - 5 grades in English and Mathematics
- 50% of all grades on or above target
- 42% of pupils gained the English Bacculaureate (5+/C+)
- 52% of pupils gained the English Bacculaureate (4+/C+)
- 49% of pupils gained 5 or more A* - C grades including English and Mathematics (5+)
- 72% of pupils gained 5 or more A* - C grades including English and Mathematics (4+)
- 57% of pupils gained 5 or more A* - C grades (5+)
- 84% of pupils gained 5 or more A* - C grades (4+)
- 98% of pupils gained 5 or more A* - G grades
- 74% of students gained 1 or more A* or A grade
- School Attainment 8 score is 52.51

The school is proud of its academic achievements; however there are strategies in place to reduce elements of in school variation across subjects.

The school has had some success in closing the attainment gap for students registered under the Pupil Premium criteria and continues to implement strategies to reduce this further.

History

The school is proud of its rich history. Wade Deacon High School traces its heritage back to 1507 when the original grammar school was founded by Bishop William Smyth. The main building was opened in 1931 as Wade Deacon Grammar School, named after Sir Henry Wade Deacon. He was a prominent local industrialist and, for many years, chairman of the Local Education Committee. This remains the permanent home for the lead school site.



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School Site

In April 2013 following an extensive £26 million BSF building programme (Design and Build), the school moved into its brand new state of the art facilities. The school was heavily involved in both the internal design and provision of high quality external facilities. The school provides a 21st century and exceptionally high quality learning environment which enhances the teaching and learning of our students.

Community

The majority of the school intake is from Widnes and is across the full range of abilities and socio-economic backgrounds. However, applications are received from the surrounding towns and villages. There is a strong community spirit linked to the school and we work with a number of community partners to strengthen the school's commitment in this area

Widnes

Widnes forms one of two main towns making up the unitary authority of Halton.

The town of Widnes, with its excellent transport links, makes the major cities of Manchester, Liverpool and Chester easily accessible. The Wirral and North Wales are also within a reasonable travelling distance.

The population of Widnes is approximately 58,000. Its heritage is in heavy industrial and chemical manufacture while, in recent years, the development of hi-tech, service and logistical enterprises has taken a lead. Wade Deacon is the largest of three high schools within the town.

Further Information

Further information is available on the school and trust websites;

www.wadedeacon.co.uk

www.wadedeacontrust.com



How to Apply

Application Forms

Any interested candidate should apply by completing the Application Form, Supplementary Information Form, and attaching an accompanying letter of support addressed to the Principal Mr Simon Corner, maximum two sides of A4 font 12, addressing the following points:

- why you are interested in this post and how you have prepared yourself so far
- what contributions you feel you can make to the school
- any particular areas of strength and expertise you feel you may have

The application form and supplementary information form can be downloaded from the Recruitment page on the school website;

www.wadedeacon.co.uk/jobs

If you have any difficulty downloading the application form, please contact Mrs C Rogers at the school to request a hard copy by post. Our telephone number is 0151 423 2721.

Application Deadline

Applications should arrive in school by Thursday 24th May 2018 at 9.00am.

Address

Ideally you should email your application to jobs@wadedeacon.co.uk with 'Marketing and Community Leader' in the subject line.

Alternatively you may post your application to the address below with the envelope clearly marked 'Marketing and Community Leader'

Human Resources
Wade Deacon High School
Birchfield Road
Widnes
WA8 7TD

Pre-Application Visit

Prospective candidates are welcome to visit the school on Wednesday 23rd May at 3pm. After a brief tour of the school, there will be an opportunity to discuss the post with the Business Manager, Mrs Kay Higgins. Prospective candidates who wish to visit should register their interest by emailing k.higgins@wadedeacon.co.uk. Please note that the pre-application visit is optional and will not be taken into consideration when shortlisting applications.

Feedback

If you have not heard from us within three weeks of the above closing date, then please assume that on this occasion your application has been unsuccessful. **As we receive a large number of applications for each post advertised, unfortunately we cannot provide feedback to individual candidates as to why they were not short-listed for interview.**