

## INFORMATION PACK

### Digital Lead for Bright Futures Development Network

Part-time, 4 days per week, 29 hours per week

Term time only plus one week

Required as soon as possible

### An overview of the role

**Digital Lead for Bright Futures Development Network** is a new role to Bright Futures Education Trust. The role will report to the Marketing and Communications Manager. It is an exciting time for us as we have recently grown as a Trust, with more schools and additional organisations and responsibilities being added.

We have previously outsourced the majority of our digital work and are excited to be able to bring a large proportion of this in-house. We are also looking to expand what “digital” means for us and so are looking for an individual to help lead and progress our use and understanding of digital technologies across the Development Network. Additionally, the Communications function for the whole of the Trust sits within the Development Network and so you will also be involved in assisting the Marketing and Communications Manager is developing and acting upon trust wide strategies and projects. Digital delivery is key to this area of our business and is something that we have grown during the pandemic but want to enhance further. We know that our online and digital presence is critical for us and all of the work that we do. This role is central to the development of that presence.

The full job description and person specification is at the end of this pack.

### Bright Futures Educational Trust

Bright Futures Educational Trust (The Trust) is a multi-academy trust (MAT) set up in 2011. The Trust is made up of a richly diverse group of schools in Greater Manchester and Blackpool. We are passionate about working together within and beyond the Trust to achieve our aspirational vision: the best *for* everyone, the best *from* everyone. We are an organisation that is underpinned by values of: community, integrity and passion. In everything we do, we remember that we are accountable to the children, families and communities that we serve.



Our schools have their own identities and form one organisation and one employer, Bright Futures Educational Trust. Bright Futures’ Board of Trustees maintains strategic oversight of the Trust and delegates some of its responsibilities to the Executive Team, Principals and local governing bodies. We place a high value on integrity and probity and take seriously our accountabilities for making the best use of public money. How decisions are made is described in our delegation framework. You can find out more about the Trustees and the Executive Team on our website: <http://bfet.co.uk/about-us/>.

The central team, comprises the Executive Team: John Stephens, CEO; Edward Vitalis, Chief Operating Officer; Gary Handforth, Director of Education; Lisa Fathers, Director of Development, Partnerships and Teaching School Hubs; Lynette Beckett, Director of HR & Strategy. The focus of these roles is to work with schools, providing high quality and timely guidance, leadership, challenge and support. In addition to the Executive Team, we have central operations for Marketing and Communications, Finance, HR, Educational Psychology and Digital Technologies. Please see our website brochure which explains our central operations: [Working together for a Bright Future](#).

Collaboration and strong relationships form one of the ‘commitments’ in our Strategy and all components of the Bright Futures’ family work closely together. Our Strategy was developed collaboratively and can be found on our website: [Our Strategy](#).

**Bright Futures Development Network** is another important component of our organisation. Underneath this umbrella we have large development networks and hubs and a significant team of staff. Within this outward facing area of Bright Futures, we have a commercial offer run through ‘**The Alliance for Learning**’ which runs as a commercial business providing school improvement services and CPD to over 700 schools and services our own schools. Also we have a **Maths Hub: ‘North West 1’** providing Mathematics training and coaching to 500 schools and an Initial Teacher Training function our ‘**Alliance for Learning SCITT**’ (School Centred Initial Teacher Training) with trainee teachers in every phase: Early Years, Primary and Secondary which makes it the largest SCITT in the NW. In January 2021 after significant national reforms to the teaching school policy Bright Futures was designated with two new large-scale Teaching School Hubs. The areas we serve are: LWY6 - 291 - Manchester, Stockport LWY8 - 192 - Salford, Trafford. This growth and expansion in our outward facing work brings about significant increase in accountability and reach. **The two Bright Futures Teaching School Hubs** are designed to provide strong strategic regional leadership to build strong partnerships to support teachers and leaders in every phase and type of school, at each stage of their development. A crucial part of the hub remit is carefully ensuring structured collaboration. The Teaching School Hubs are at the forefront of providing high quality professional development, playing a significant role in the implementation and delivery of: The Early Career Framework, National Professional Qualifications, Initial Teacher Training and Continuous Professional Development. The Hubs will work directly with the DFE and national NPQ/ECT providers. In addition to this, the Hubs will enhance the professional development needs of the academies within Bright Futures.

### Bright Futures Development Network



### Why work for us?



We offer a great opportunity to join an organisation which really lives its values. Our working environment is very inclusive and whilst you can expect to be challenged in your role, you will be supported through professional learning, treated fairly and with dignity and respect. Please see the Equality, diversity and inclusion statement on our website: <http://bfet.co.uk/vacancies/>.

### Terms and Conditions

- Salary:** NJC scale points 26 to 30 (Bright Futures grade 7). The full-time equivalent pay is £30,451.00 rising to £33,782.00 per annum. The actual pay based on the below working pattern commencing £20,860.00 rising to £23,142.00, per annum actual pay. Pay progression is linked to performance.
- Working weeks:** This is a great opportunity for flexible working as the role will work 38 weeks during school term time and an additional one week to be agreed. A total of 39 weeks.
- Hours:** 29 hours per week over 4 days. Flexible working will be considered, please discuss at interview if you wish this to be considered.
- Holidays:** You will be paid for the prorated equivalent of 25 days, plus 8 public holidays. This increases to 30 days plus 8 public holidays after 5 years' service.
- Pension:** Local government pension scheme. Please take a look at the website: <https://www.gmpf.org.uk/>
- Other:** We offer salary sacrifice schemes for purchasing bikes used for travel to work and technology for personal use, through monthly interest free salary deductions.

### How to Apply

We can only accept applications by applying through our online application form, and don't accept CVs. This is because the regulatory guidelines of Keeping Children Safe in Education, require us to check various details of job applicants and an identical application format for each candidate enables us to do this.

Our new portal contains our application form and disclosure of criminal background form. The portal link is [Bright Futures' Application Form](#). Please upload the forms by 12pm on 7<sup>th</sup> June 2021.

The selection process may be conducted virtually, so candidates will need access to a device with a camera and a microphone to participate. However, we will confirm this following the closing date. The selection will take place on 15<sup>th</sup> June. You will be notified after the closing date whether you have been shortlisted.

### Keeping Children Safe in Education

**Bright Futures Educational Trust is committed to safeguarding and promoting the welfare of children and young people and we expect all staff and volunteers to share this commitment. This post is exempt from the Rehabilitation of Offenders Act 1974; pre-employment checks will be carried out and references will be sought for shortlisted candidates. Successful candidates will be subject to an enhanced DBS check and other relevant checks with statutory bodies.**

### Data Privacy

You can the details of how we use the personal data that you provide us with in our Job Applicants' privacy notice on our website: <http://bfet.co.uk/wp-content/uploads/2018/07/BFET-Applicant-privacy-notice-002.pdf>

## JOB DESCRIPTION

### Digital Lead for Bright Futures Development Network

Reporting to Marketing & Communications Manager for Bright Futures Educational Trust

The Digital Lead will support digital activities for the whole of the Development Network with a key focus on the new Teaching School Hubs and the Alliance for Learning. They will support and coach staff so that they can improve their digital skills to support their job, as well as supporting the Trust Marketing and Communications Manager and the other leaders within the Bright Futures Development Network to deliver their programmes.

## KEY RESPONSIBILITIES

### Main Responsibilities

- To work with the Trust Marketing & Communications Manager and the Development Network's Commercial Manager
- To manage all digital functions and platforms across the Teaching School Hubs and Alliance for Learning components of the Bright Futures Development Network
- Undertake and support the required digital marketing and communications activities
- Ensure that all platform used are effective, increase participation and that you review and use analytics to increase performance
- Liaise with programme leaders to create online learning and knowledge programmes through a range of platforms
- Manage the relevant social media channels, engaging with stakeholders and creating interesting and relevant content
- Put in place paid for digital campaigns to support the relevant marketing and recruitment activities
- Train, support and coach staff to develop their digital skills and provide them with templates and support
- Ensure that all data capture meets GDPR and Data Protection requirements
- Create engaging marketing collateral and content
- Regularly report, review and evaluate on all analytics and metrics
- Inform and apply best practice and trends in digital work and learnings from other organisations

### Partners

- Work closely with the external website developer to manage the support contract, to complete ongoing development work, and manage any technical issues
- Work with external partners who we are working with to deliver training as required

### Other

- We will always consider a flexible approach to working – just ask at interview
- Any other reasonable duties requested by the Marketing & Communications Manager
- Attend relevant meetings as required, acting as a role model consistently promoting the Trust's vision, values and commitments
- Acting as an ambassador ensuring that the Trust's high standards are promoted at all times
- A commitment to maintaining confidentiality and discretion inside and outside work

## PERSON SPECIFICATION

Category	Essential	Desirable	Method of assessment
Qualifications, Education, Training	<ul style="list-style-type: none"> <li>GCSE English and Maths up to GCSE level grade C or above</li> <li>Evidence of continuous professional development</li> <li>Experience of using In Design or Publisher to create flyers</li> </ul>	<ul style="list-style-type: none"> <li>A degree or equivalent in a related subject area</li> <li>Experience of working in a related area</li> </ul>	<ul style="list-style-type: none"> <li>Application form</li> <li>Certificates</li> </ul>
Relevant Experience	<ul style="list-style-type: none"> <li>Experience of website management</li> <li>Experience of creating compelling content including video</li> <li>Experience of working in a role using digital skills</li> </ul>	<ul style="list-style-type: none"> <li>Experience of developing online training programmes</li> <li>Experience of using a range of platforms including social media, WordPress, hoot suite, google classrooms, teams</li> <li>Experience of working in a similar role</li> </ul>	<ul style="list-style-type: none"> <li>Application form</li> <li>Interview</li> <li>Tasks</li> </ul>
Knowledge, Skills and Abilities	<ul style="list-style-type: none"> <li>Excellent communication skills; both oral and written and excellent interpersonal skills</li> <li>Ability to be an effective and supportive team member but also able to work alone with a high level of self-direction and self-motivation</li> <li>Ability to prioritise conflicting demands and thrive under pressure, excellent time management skills</li> <li>Excellent IT &amp; proven digital skills</li> <li>Ability to take a problem-solving approach to tasks, and develop well thought through, valid solutions</li> <li>Ability to build and maintain effective working relationships with a wide variety of people and liaise with colleagues</li> </ul>	<ul style="list-style-type: none"> <li>Ability to provide solutions based on needs of staff within the team</li> <li>Experience and understanding of the whole marketing mix</li> <li>Ability to encourage less digitally able staff to take on new skills and support them in the process</li> </ul>	<ul style="list-style-type: none"> <li>Application form</li> <li>References</li> <li>Interview</li> <li>Tasks</li> </ul>
Leadership & Management	<ul style="list-style-type: none"> <li>Ability to work well under pressure and meet deadlines</li> </ul>	<ul style="list-style-type: none"> <li>Ability to encourage less digitally able staff to take</li> </ul>	<ul style="list-style-type: none"> <li>Application form</li> </ul>

Category	Essential	Desirable	Method of assessment
	<ul style="list-style-type: none"> <li>• Ability to confront and resolve problems</li> <li>• Ability to innovate and manage change</li> <li>• Ability to take on new challenges and to be a leader</li> </ul>	on new skills and support them in the process	<ul style="list-style-type: none"> <li>• References</li> <li>• Interview</li> </ul>
Personal Qualities/Others	<ul style="list-style-type: none"> <li>• Personal integrity and confidentiality</li> <li>• Tact and discretion</li> <li>• A positive approach to challenges, which seeks solutions to problems and addresses difficulties with cheerfulness and good humour</li> <li>• Flexibility and adaptability</li> <li>• Initiative and confidence when dealing with difficult situations</li> <li>• Commitment to further training and development</li> <li>• Smart, professional appearance</li> </ul>		<ul style="list-style-type: none"> <li>• Application form</li> <li>• References</li> <li>• Interview</li> </ul>
Safeguarding	Commitment to demonstrating a responsibility for safeguarding and promoting the welfare of young people		<ul style="list-style-type: none"> <li>• Application form</li> <li>• Interview</li> <li>• Task</li> </ul>
Our Values	Community: Evidence of working together for a common purpose and encouraging diversity		<ul style="list-style-type: none"> <li>• Interview</li> <li>• Tasks</li> </ul>
	Integrity: Evidence of doing the right things for the right reason		<ul style="list-style-type: none"> <li>• Interview</li> <li>• Tasks</li> </ul>
	Passion: Evidence of taking personal responsibility, working hard and having high aspirations		<ul style="list-style-type: none"> <li>• Interview</li> <li>• Tasks</li> </ul>