



Communications Manager



The Archer Academy is an outstanding secondary school at the heart of its community, providing students from all backgrounds with the inspirational education they need to live successful and fulfilling adult lives.

Summer Term 2022



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The Archer Academy
Stanley Road Campus
Eagans Close
East Finchley
N2 8GA

June 2022

Dear Candidate,

Thank you for your interest in the Archer Academy and the post of **Communications Manager**. This pack is intended to give you information about this exciting role and our school's vision and ethos. Further background information is available on our website and in our prospectus – I would encourage you to review both.

Our vision for the Archer Academy is rooted in our desire to provide an outstanding, inclusive and aspirational education for local children that will prepare them for adult life. We cannot know exactly what the future will bring for our students, but by giving them a love of learning, adaptable skills and the determination to succeed, we will enable them to rise to whatever challenges they face.

We are a maturing 11-16 secondary school which opened in September 2013 in East Finchley, serving families in the surrounding areas of North London. The school was created to meet the needs and desires of parents, primary school governors and the local community, for a first-choice, non-denominational, coeducational secondary school.

We are significantly over-subscribed, with over 1100 applications for entry in September 2022. We became a complete school in September 2017 for the first time, with students in years 7 through to year 11. Our pioneer year group sat our first set of GCSE examinations in the summer of 2018. We have now secured four sets of GCSE results, which confidently place us in the top 10% of all schools nationally. We were graded 'outstanding' by Ofsted in June 2019.

We are a campus school, a model which we believe allows us to create a distinctive atmosphere on each site. Our students complete Lower School, Years 7 to 9, at our Stanley Road campus, a state of the art building with incredible facilities. Our students graduate to our Upper School at Beaumont Close, just a few minutes' walk away, in Year 10. Our campus provides each cohort the chance to grow and develop amongst their closest peers and creates a real sense of progress when students graduate to the college-like atmosphere of Upper School, a rite of passage they aspire towards. Our campus model also reinforces the small, community feel of our school.

We currently have 486 students in years 7-9 and 324 students in year 10-11. We are currently an 11-16 school working in a strategic partnership with Woodhouse College and Barnet and Southgate College for post 16 education. This partnership is dynamic and evolving rapidly, securing a third transition point for our students and professional development opportunities for our staff. We are ambitious to continue to develop this provision over the coming years and see ourselves very much as an evolving 11-18 school.

We are now confidently in our ninth year as school, we are firmly established, with a strong, experienced team in place. We are exciting about the opportunities ahead of us as a school as we seek to be beyond outstanding.

As we move into this next phase of our school's journey we are seeking an ambitious and talented Communications Manager to join our school. This role represents a unique opportunity to join a thriving and successful school and is pivotal in communicating with our dedicated community of students, staff and parents as well as with the wider world.

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As Headteacher one of my greatest responsibilities and priorities is the recruitment and development of staff. At the Archer Academy we are evolving our exceptional school and to do that, of course, we need an exceptional, fulfilled staff team. I ask a lot from my staff, but in return I can promise extensive support and development opportunities, and the space and freedom to extend your skills which would be hard to find elsewhere.

If, after reading the enclosed information, you would like to apply, please complete the application form which can be found at www.thearcheracademy.org.uk within the "Join us tab". Tours of the school are encouraged, with an opportunity to meet staff and students, and we would be delighted to welcome you to our school. Please contact Jessica Scott (details below) to arrange a visit.

Please submit your application by email to, Jessica Scott, Headteacher's PA & HR Manager, at recruitment@thearcheracademy.org.uk. Please do not hesitate to contact Jessica with any questions or to arrange a tour of the school.

Interview dates are as advertised.

Deadline for application: Midday on Monday 4th July

Provisional interview date: Monday 11th July

This is undoubtedly an exciting time to join the Archer Academy, as we move confidently into our next phase. We very much look forward to hearing from you and thank you for your interest in our school.

With my very best wishes,



Lucy Harrison

Headteacher

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Our Vision

Our three-fold vision for the Archer Academy is rooted in our desire to provide an outstanding, inclusive and ambitious education for local children, an experience that they will relish and that will prepare them for adult life. It underpins every aspect of life at the Archer Academy, and is the benchmark against which we measure our success.

Realising potential:

Helping students to achieve personally, socially and academically to the best of their abilities. Our outstanding teachers set high standards and challenge each and every student to fulfil their individual potential, both in their studies and through extra-curricular activities.

Inspiring creativity:

Providing an enjoyable and inspirational education that encourages students to be analytical, inventive and self-motivated. This commitment to creativity and analytical thinking applies across the whole curriculum as well as our extra-curricular opportunities.

Engaging with our community:

Ensuring that students respect others and value working with others for mutual benefit. The Archer Academy is a school with its roots in the community, and so responsibility and participation are fundamental to our ethos.

Supporting our students:

We create a culture that celebrates achievement in all aspects of school life. For the school, good behaviour and firm discipline underpin a happy, respectful and productive learning environment.

We also offer an extended day twice a week, during which students take part in extra-curricular activities. We provide a broad enrichment programme that covers: sports clubs and teams; creative arts societies; media and politics; vocational and entrepreneurial societies; and voluntary work and awards schemes.

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Job Description Communications Manager

Title: Communications Manager

Grade: School Scale Point: 16-19 (Actual Salary £24,025 - £25,348)

Post: 40 weeks (term time only plus one week (specifically to include days surrounding GCSE Results Day and the end of August). Full time, 36 hours per week.

Flexible working arrangements are available and will be considered, in relation to reduced hours and some provision for home working.

Start date, September 2022.

Reports to: Headteacher

Core Purpose

To lead the communications and marketing activities for the Archer Academy through the development of a comprehensive and dynamic communications strategy.

To protect and embed the brand identity of the school, by having an oversight of all key communication channels between stakeholder.

To promote the values, vision and the wider work of the school to the staff and parent body, local community and wider audiences.

Main duties and responsibilities: Communications Manager

Strategic

- Maintain and develop the external communications for the school, acting as brand guardian
- Provide advice and support to the Headteacher, ensuring that all stakeholders are informed about and involved in the work of the school, as appropriate

Communications

- Provide assistance and proof-reading for the Headteacher on key publications and significant press-releases/letters as requested
- Support the Headteacher in leading on the preparation of core internal annual communications
- Provide communications crisis management advice and support for Headteacher as required
- To review annually the school's 'Tone of Voice' document and ensure this is shared and embedded amongst all members of staff and governors
- To record and analyse statistics relating to the reach and effectiveness of communications activities and to monitor feedback to support student and staff recruitment strategies and community engagement of stakeholders
- Provide point of contact at school for Parents Association, lead on outward facing communication and support event management

Admissions & Recruitment

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- Assist HR in producing advertisement/marketing packs for job opportunities and promote them through the school's social media channels to ensure the very best candidates apply to the school
- Assist the Admissions Officer by leading on the communications programme and event management for Open Evening and the Year 7 Transition Programme each year
- Work with internal/external designers and photographers
- Maintain a stock of key photographs, ensuring students' photo permissions are in place, through liaison with admin team and HOY

Marketing, branding & publications

- Produce press releases and liaise with local and national press as required
- Maintain an oversight of significant events, milestones and successes at school, ensuring that the school takes opportunities for publicity and uses this publicity as part of the marketing for the school online and in literature, eg prospectus, termly magazines and publications
- To produce the weekly newsletter to parents
- To support the development of the school's Alumni strategy, annual publications and events

Website & Social Media

- Lead on the strategy and content uploading and updating for the school website and social media accounts
- Document the everyday life of the school through video and photography, ability to edit video and photos for online use
- Liaise with external filmmakers and photographers to ensure high quality images and footage are captured to accompany online and hardcopy content
- To keep up to date with advances in social media technology, developing fresh strategies that ensure individual's stories, achievements and strategic objectives are shared

Other

- To sit on the Communications Working Party
- To take part in the school's appraisal process

Any other duties as may reasonably be required by the Headteacher.

Safeguarding:

The Archer Academy is committed to safeguarding all children.

Candidates must be suitable to work with children and young people. This post is exempt from the provisions of the Rehabilitation of Offenders Act 1974 and a criminal record disclosure will be required prior to appointment- DBS/CRB check.

Members of the Panel have undergone Safer Recruitment training.

Equality & Diversity

The Archer Academy is also committed to promoting equality and diversity, challenging discrimination and developing community cohesion. We welcome applications from all sections of the community.

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Person Specification

Core skill/attribute	Essential	Desirable
Qualifications	A level or equivalent	Degree or equivalent.
Experience	Demonstrable experience of communications and marketing projects. Experience of working in an educational environment.	
Skills	Strong attention to detail with the ability to maintain a high level of accuracy. Strong writing and proof-reading skills. Excellent IT skills, including social media platforms: Instagram, Facebook, Twitter, LinkedIn, as well as proficiency in using a graphic design package and Wordpress. Ability to design graphics, camera skills to include filming, photography and video editing. Producing photos and films as required for school and wider use. Excellent interpersonal and communication skills to enable strong relationship building across a wide range of contacts both internal and external to the School. Strong organisational skills, including the ability to prioritise and re-prioritise.	Intermediate-level skills of Microsoft Excel
Knowledge	Strong knowledge and application of GDPR and data protection measures and regulations. Knowledge of working in an educational environment.	
Personal competencies and qualities	Resilience to handle any challenging situations which may arise. Calm and professional manner. Creative thinking and forward-thinking approaches. A flexible, proactive approach to work, particularly during busy times. Confidentiality.	

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	<p>Motivation to work with children and young people.</p> <p>Ability to form and maintain appropriate relationships and personal boundaries with children and young people.</p> <p>High levels of tact and diplomacy, with a sensitive and discreet approach.</p>	
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