

Grade:	Apprenticeship
Accountable to:	Deputy CEO / Director of IT / Senior Admin Officer
Place of Work:	Head Office, Southampton, with travel to HET schools and conferences as required
Hours:	37 hours per week, term time only (39 weeks per year) with off-the-job training as required

Role Remit:

- To support the delivery of Hamwic Education Trust's Marketing Plan for 2026 - 2027, helping to strengthen HET's reputation as a high-performing, collaborative and values-led Trust.
- To support HET's strategic priority of sustainable growth by helping to position HET as the trust of choice for schools to join, showcase the strength of our people and culture, develop a more consistent external presence, and support the growth of HET Support Services as a professional traded offer.
- To support digital marketing, social media, website content, case studies, internal communications, recruitment marketing, events and campaign delivery. These responsibilities align strongly with the Level 4 Marketing Executive apprenticeship, which includes managing marketing channels, delivering campaigns, producing materials, supporting brand positioning, analysing audience insight and organising events.

Main Responsibilities:

1. Digital Marketing and Social Media

- Support the planning, scheduling and delivery of HET's social media activity, with a particular focus on LinkedIn as a priority channel.
- Create and publish engaging content linked to HET's core themes: school improvement, leadership development, trust culture, recruitment branding and HET Support Services.
- Support weekly leadership insight posts, staff stories, career journeys, "day in the life" content and short-form video materials.
- Monitor engagement, reach and analytics, producing simple reports to inform future activity.
- Work with external partners, where appropriate, to support content creation, campaign planning, scheduling and brand consistency.

2. Website and Content Development

- Support the development and maintenance of HET website content, including news stories, case studies, staff profiles, service information and campaign pages.
- Help develop content for, including the HET offer, CEO messaging, case studies and testimonials.
- Support the creation of the HET Support Services web hub, including service categories, enquiry routes, pricing/package information and testimonials.
- Liaise with colleagues across the wider MS Team IT, HR, Finance, school improvement, safeguarding, estates and other teams to ensure content is accurate, professional and current.

3. Case Studies, Storytelling and Impact

- Help identify, draft and coordinate stories that demonstrate HET's impact across schools and services.
- Support the development of a case study bank covering school improvement, leadership development, Managed Services, crisis support and traded services.
- Assist with interviews, photography and video planning where appropriate.
- Produce written content suitable for newsletters, websites, social media, presentations and recruitment materials.

4. Internal Communications

- Support the production of termly staff newsletters, internal bulletins and trust-wide communications.
- Help gather staff voice, good news stories and examples of collaboration across HET.
- Support internal campaigns that reinforce HET's culture, values and "One Team" ethos.
- Assist with the creation of screensavers, templates, presentations and other internal communications materials.

5. Recruitment and Employer Branding

- Support marketing activity that promotes HET as a great place to work.
- Create content linked to staff career journeys, leadership development, CPD, coaching, culture and opportunities across HET.
- Work with HR and school leaders to promote vacancies and strengthen recruitment campaigns for school leaders, middle leaders, teachers, support staff and central team roles.
- Help develop consistent messaging for recruitment materials and digital campaigns.

6. HET Support Services Marketing

- Support the marketing and promotion of HET Support Services as a high-quality alternative to local authority or private-sector provision.
- Assist with the creation of service information for areas such as HR, People and Culture, Finance, IT, safeguarding, estates, health and safety, school improvement and leadership development.
- Support targeted email campaigns, LinkedIn activity, testimonials, case studies and web enquiry content.
- Help track enquiries, engagement and campaign outcomes.

7. Events and Profile Raising

- Support the planning, promotion and follow-up of HET-hosted showcase events, headteacher briefings, networks and conferences.
- Assist with event invitations, promotional materials, delegate communications, photography, social media and post-event feedback.
- Support the development of sector-facing materials for DfE, LA, CEO, CFO, HR and regional networks.

8. Brand, Design and Materials

- Create simple, professional marketing materials using agreed templates and brand guidance.
- Support the consistent use of HET's visual identity across presentations, newsletters, social media, websites and printed materials.
- Help develop branded materials for HET Support Services, recruitment, events and school-facing communications.
- Ensure all materials are accurate, accessible, inclusive and aligned with HET's values and tone.

9. Evaluation and Reporting

- Monitor website, social media and campaign performance.
- Help collect data on enquiries, engagement, event attendance, reach and content performance.
- Produce simple reports to show progress against success measures, including growth conversations, reputation indicators, website traffic, engagement, HET Support Services enquiries and income generation.
- Use insight and feedback to suggest improvements to future marketing activity.

Apprenticeship Development

The postholder will complete the Level 4 Marketing Executive apprenticeship, developing knowledge and skills in marketing theory, campaigns, brand positioning, stakeholder management, digital and offline channels, market research, content production, analytics and evaluation.

Other Duties:

At an appropriate level, according to the job role, grade and training received, all employees in HET are expected to:

- Support the aims, values, mission and ethos of HET and participate to the one team approach, All About the Child and What About Sam?
- Attend and contribute to staff meetings and training days as required and identify areas of personal practice and experience to develop.
- Take appropriate responsibility for safeguarding and children's welfare and be aware of confidential issues linked to home/child/teacher/academy and keep confidences appropriately.
- The post holder at all times, whether or not in the employ of our schools or HET and except where such information is in the public domain maintain the strictest secrecy with regard to the business affairs of our schools or HET and its customers/stakeholders, products and product lists.
- Be aware of health and safety issues and act in accordance with the Health and Safety Policy.
- To liaise with other staff, contractors and outside agencies/organisations as appropriate.

The post holder may be expected to carry out duties other than those given in the job description where the level of responsibility is similar, and they have appropriate qualifications or received appropriate training to carry out these duties.

Manager Signature:

Employee Signature:

Date:

Specification Area	Description	Essential (E) / Desirable (D)
Skills, Knowledge & Aptitude	Strong written communication skills, with the ability to write clearly for different audiences.	E
	Good attention to detail and accuracy.	E
	Confident in the use of digital tools, social media platforms and Microsoft 365 applications.	E
	Creative mindset with an interest in producing engaging content.	E
	Good organisational skills, with the ability to manage multiple priorities and meet deadlines effectively.	E
	A professional, positive and proactive approach.	E
	Ability to work with a wide range of stakeholders, including senior leaders, school staff, central teams and external partners.	E
	Awareness and understanding of the education sector, including schools and multi-academy.	D
	Good understanding of LinkedIn as a professional networking, marketing and reputation-management platform.	D
	Interest in using analytics, audience engagement and campaign evaluation to drive continuous improvement.	D
Qualifications & Training	Good standard of education, including GCSEs (Grade 4/C or above) in English and Maths, or willingness to work towards achieving the required standard where applicable.	E
Experience	Experience of using Canva, Adobe Express, Adobe Creative Cloud or similar design tools.	D
	Experience creating content for social media platforms.	D
	Experience writing newsletters, blog posts, articles or website content.	D
	Displays a genuine interest in marketing, communications, social media and the education sector.	E
Personal Attributes	Willingness to learn, embrace feedback and develop professionally throughout the apprenticeship.	E
	Interest in photography, video editing or the creation of short-form video content.	D
	A deep commitment to the vision, values and ethos of HET, including <i>All About The Child</i> , <i>What About Sam?</i> , people-first leadership and a <i>One Team</i> culture.	E