



Part of the Greater Manchester Learning Trust  
**COMMUNITY CREATIVITY ACHIEVEMENT**

Parrs Wood High School Wilmslow Road East Didsbury Manchester M20 5PG  
tel: 0161 446 8640 email: admin@pwhs.co.uk **Headteacher: Mark McElwee**

## **Operations and Marketing Manager**

**Grade 9 £38,813 – £42,683 Pro Rata**

**35 Hours per week, Term Time Only Plus Three Weeks**

**One Year Fixed-Term Contract in the first instance with the potential to be made permanent**

Parrs Wood High School is seeking to appoint a capable, dynamic and focused Operations and Marketing Manager.

The successful candidate will be fully responsible for the Academy's business and marketing functions, including premises, ICT, administrative support, catering services and the site and community facilities to ensure that the administrative needs of the Senior Leadership Team are met.

The vacancy arises following the creation of a new academy as part of a new Multi-Academy Trust for Manchester and the region. Building on the longstanding success of Parrs Wood High School, the Greater Manchester Learning Trust aspires to create a family of schools providing an outstanding educational experience at all phases.

The successful candidate will meet the person specification. Please note that the listed criteria will form the basis of the selection process. Applicants should address all elements of the Person Specification, indicating experience and where appropriate citing supporting examples within their application.

For a full job description, person specification and application form please visit our website [pwhs.co.uk](http://pwhs.co.uk) –Vacancies

**Closing date for applications: Wednesday 25<sup>th</sup> March 2020 at 12.00 noon**

**Interviews to be held week commencing 30<sup>th</sup> March 2020**

**To start as soon as possible**



## JOB DESCRIPTION

**Job Title:** Operations & Marketing Manager  
**Responsible to:** Trust Director of Finance

### Job Purpose:

Under the direction of the Trust Director of Finance to be fully responsible for the Academy's administrative, student, marketing support functions and community facilities to ensure that the administrative needs of the Senior Leadership Team are met.

### General Administration

- To be responsible for and to line manage the Marketing and Website Assistant, Academy Office Manager, Administrative Staff, Receptionist and Lead First Aiders, Clerical Officers and Premises, ICT, Catering and Facilities Manager's including performance appraisals, training and development.
- To lead on the development and continuous improvement of administrative, student support, community and information management systems and procedures to ensure effective deployment of support staff which meet current and future needs of the Academy.
- Design and maintain administrative systems that deliver outcomes on the Academy's aims and goals.
- To be responsible for all areas of the support services student facing teams in relation to reception, student services, marketing and design and community regularly reviewing systems, processes, policies and procedures.
- Introducing new systems and procedures which are relevant to current practices ensuring they are fully robust and meet Academy expectations.
- Use data analysis, evaluation and reporting systems to maximum effect by ensuring systems are stream lined to maximise efficiency.
- Ensuring that all areas of responsibility are able to effectively support the needs of the Academy, working to legislation and best practice.
- Ensuring that all areas of responsibility operate within legislative frameworks and comply with policies, procedures and practices within the Academy.
- To manage the central administration and marketing budget and all other relevant spending to ensure that all systems and procedures purchased and introduced within the Academy are fit for purpose and enhance Academy practices effectively.
- To oversee the internal training of support staff in respect of inhouse online training and facilitation of this.

### Senior Leadership Team

- To deputise for Trust Director of Finance in their absence where possible to ensure smooth running of all areas of corporate services.
- To be an active group member supporting colleagues by giving relevant advice on areas of responsibility.
- To ensure that the Trust and Senior Leadership team are fully supported in all administrative matters.
- To attend meetings and ensure that they are serviced accordingly including the taking of minutes and recording of actions in both curriculum and non-curriculum meetings.
- To build capacity of organisational change in future plans of the Academy in terms of potential Multi-Academy Trust agenda.
- To develop strategic School Improvement Plans in areas of corporate services responsibility.
- To assist in maintaining a culture of effective risk management overseeing the School risk register and lead on the maintenance and monitoring of this.
- To have oversight of all School policies and maintain a central database of requirements within a cycle of review ensuring statutory compliance.

## Corporate Services

- To deputise where possible in the absence of the Trust Director of Finance and to ensure the smooth running in all areas.
- In respect of Governance ensure that the Academy website is up to date with relevant directorships relating to the governing body and that Get Information about Schools (GIS) and Companies House is updated in line with the Academies Financial Handbook.
- To assist in corporate governance requirements with the administration of Trust Governor ensuring all documents are uploaded and complete in accordance with the Business Cycle of meetings.
- To assist the Trust Director of Finance and nominated DPO (Deputy Headteacher) in ensuring that the Freedom of Information Act is appropriately followed and act as lead officer for ensuring the implementation of the GDPR requirements are fully addressed and adhered to in conjunction with the nominated DPO.
- To lead where directed on internal audit recommendations in respect of Academy operations, such as Site, ICT, Health and Safety, Risk Management and GDPR, ensuring implementation in a timely manner.
- To assist the Trust Director of Finance in the management of tendering of contracts including catering, cleaning and other services associated with the business needs and benchmarking such contracts to ensure Value for Money.
- To assist with the performance management of contracts to ensure that services are delivered to a high quality that supports the operations and performance of the Academy, its staff and students.
- To work closely with the Trust Director of Finance and Finance Manager to ensure that VFM is continuously received for all contracts and systems are in place to deal with any poor service.
- To ensure that benchmarking and collaboration is undertaken to make use of best practices which will achieve VFM.
- To ensure that SLA's associated with areas of responsibility are reviewed regularly and to ensure negotiation for best price to ensure high quality services that support the operations and performance of the Academy.
- To regularly review the contracts, register in place to achieve efficiency's in all operational aspects of the Academy.

## Health and Safety

- To assist the Trust Director of Finance in taking the lead of the management of the Academy premises ensuring that health and safety requirements are fully met and complied with.
- To lead the relationship with any external health and safety consultants, ensuring impartial advice is obtained and acted upon accordingly and a regular action plan in respect of health and safety is reviewed.
- To lead on new procedures with regards to health and safety and ensure that all staff, students, visitors Trustees and Governors are fully aware of these and their responsibilities involved.
- Responsible for formulating, monitoring, implementing and reviewing the Academy's health and safety policy and procedures including risk assessments.
- Regularly auditing the Academy's adherence to health and safety procedures ensuring they are fully up to date and fit for purpose.
- To conduct a termly review of any accidents, near misses and reportable accidents at the Academy and provide management, governors and the Director of Finance with appropriate reporting information with suggested recommendations.
- Actively committing to making the Academy a safe and stimulating environment for staff, students and visitors.
- Keeping abreast of health and safety legislation to ensure compliance is adopted and introduced at all times.
- To ensure that all documentation regarding school's trips, sporting activities and other high-risk activities including risk assessments and consent forms are appropriately carried out by conducting a termly review of paperwork in conjunction with the Educational Visits Coordinator.
- To take the lead role in ensuring that the management of first aiders and their training is carried

out causing minimum disruption to the Academy and all requirement's meet health and safety legislation.

- Take the lead in reporting any serious incidents to RIDDOR and processes are reviewed and updated if necessary.
- Ensure that all incidents or near misses are recorded appropriately and systems and procedures are put into place to minimise future incidents.
- Ensuring all evacuation systems are well understood and communicated effectively to all staff and are reviewed accordingly for improvement and in conjunction with the external health and safety advisor.
- Take the lead in chairing health and safety meetings ensuring that they are attended by relevant staff who support the various areas of the Academy.

## Marketing

- To assist the Executive Principal, Headteacher and Trust Director of Finance with an effective marketing strategy working with external partners which promotes the values of Community, Creativity and Achievement.
- To lead on the production and development of the Academy marketing strategy and its implementation.
- To lead the marketing team to ensure they are fully supported in ensuring the marketing strategy is promoted within the Academy.
- To ensure the application of the Academy branding guidelines are consistently applied across the Academy, maintaining consistency and corporate image accordingly.
- To lead on the website ensuring it is up to date, meets statutory requirements and publishes information which engages relevant target audiences, ensuring relevant members of staff provide up to date information.
- To support, plan and organise whole school events such as open day, transition, awards evenings ensuring that maximum marketing of all events is obtained, with attendance and evaluation of effectiveness of such events reviewed.
- Lead on parental engagement including regular undertaking of parent forum sessions which obtain interest and collaboration from parents.
- Ensure appropriate organisation and staffing at events to ensure collaboration and engagement with parents and community members.
- Devise and manage parental surveys for different stakeholders to inform and evidence Academy improvement priorities.
- Liaise with community groups, outside stakeholders to ensure positive opportunities for all groups of the community.
- Overseeing the PR aspect of the Academy with the production of various marketing material which showcase the Academy to its fullest and ensures uniqueness and communication of the Academy ethos and values.
- Assist with the PR aspect of a potential crisis/negative PR situation ensuring procedures are in place to deal effectively causing minimum disruption to the operations of the Academy.
- Generating funding to support PR and marketing activities, ensuring fundraising is at the heart of the Academy which is fair and transparent.
- To develop and lead on existing links, good working relationships and key contacts within the local community and ensure that engagement is made with local/regional press and media channels for maximum exposure of positive news.

## Facilities and Community

- Line manage the Facilities Manager to ensure that a robust business and development plan for the community offering is in operation, operating within the relevant legislative frameworks such as health and safety, sporting regulations etc.
- Ensure that the facilities team and marketing team are pursuing letting opportunities to ensure maximum income generation at the Academy.

## Information Technology



- Constantly review systems which will enhance current procedures in place such as Parent Teacher Online and EduCare which further support teaching and learning and development of staff.
- Ensure data collection systems providing information to stakeholders are stream lined to maximise efficiency of the data supplied.
- Seek to develop innovative solutions in respect of administrative systems in place at the Academy that are bespoke and tailored to the Academy's needs.

### **General duties and responsibilities**

- To carry out other duties as may be reasonably requested.
- To safeguard the welfare of children.
- To report risk to a member of the Executive Leadership Team or Senior Leadership Team.
- To keep the Trust Director of Finance fully informed of all matters that they are involved in and initiatives they undertake.
- To cover for absent colleagues, as appropriately required.
- To participate and attend meetings and training as appropriate including INSET days.
- To take an active role in own professional development in line with performance management objectives.
- To ensure confidentiality is maintained at all times.
- To work in accordance with all Academy procedures and policies, to adhere to the Academy's professional code of conduct for staff and quality standards for all staff including smart dress code.
- To actively promote the achievement of a smoke free Academy.
- To actively support Academy Initiatives.

## Person Specification – Operations and Marketing Manager

| Attributes                        | Essential   | Desirable  | Evidence                                    |
|-----------------------------------|---|--|---|
| <p><b>Relevant Experience</b></p> | <p>Significant experience at middle or senior management level in an organisation focussing on business effectiveness, with evidence of impact and improvement.</p> <p>Successful experience of leading and implementing change management in an organisation.</p> <p>Successful experience of leading teams and people management in an organisation including the completion of appraisals, training and development.</p> | <p>Management experience gained in a school environment</p>  | <p>Application form, test and Interview</p> |
| <p><b>Qualifications</b></p>      | <p>Honours degree or significant experience at a senior leadership level within an organisation, in Operations Manager/Business Management/Procurement and Contracts Management.</p>  | <p>Institute of Leadership and Management Qualification</p> <p>Diploma in School Business Management (DSBM) or Equivalent</p> <p>Finance Qualification</p> | <p>Application form</p>                     |

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| <p><b>Knowledge, skills and understanding</b></p> | <p>Strong ICT skills including use of Microsoft Outlook, Word, Power point, Excel and databases.</p> <p>High-level leadership skills and qualities.</p> <p>High level of initiative, and proactive. Forward looking, anticipates, plans ahead.</p> <p>Understanding of GDPR and FOI requirements to ensure systems and procedures are fully addressed and adhered to.</p> <p>Understanding of Health and Safety requirements to ensure systems and procedures are fully addressed and adhered to.</p> <p>Understanding of Internal Audit practice and organisational training.</p> <p>Well-developed experience, delivery and implementation skills of projects, change, improvement, service delivery of cleaning, catering etc. including benchmarking and procurement exercises.</p> <p>Efficient and effective self-manager, able to meet targets and complete complex projects in a timely manner, meeting deadlines and, where relevant within budget.</p> <p>To manage a number of budgets to ensure purchases provide VFM and enhance academy practices effectively.</p> <p>Interpersonal skills and awareness, to build strong and productive relationships with colleagues across support, teaching staff and to build relationships with potential allies, partners, parents and other supporters of the academy.</p> <p>Well-developed people-management skills using a range of strategies.</p> <p>Flexibility and an agile approach; being aware of the educational landscape in terms of political and social changes.</p> <p>High-level communication skills, written,</p> |  | <p>Application form, test and Interview</p> |
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|  | <p>oral, and including where necessary social media and marketing experience.</p> <p>Personal and professional resilience to shoulder a high level of responsibility.</p> <p>Be capable of independently finding workable solutions and implement change.</p> <p>Must be organised and efficient, work to strict deadlines under pressure and have a proactive nature.</p> <p>Ability to use own initiative and prioritise own workload.</p> <p>Ability to provide a high standard of customer care and to promote the Academy in a positive way.</p> <p>A sound understanding and an ability to maintain confidentiality.</p> |  |  |
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| <p><b>Other</b></p> | <p>Have a strong interest in the field of organisation administration and development.</p> <p>Must be smart and presentable.</p> <p>Have a flexible approach to work with a positive attitude and outlook.</p> <p>Good attendance and punctuality.</p> <p>Committed to professional development</p> |  | <p>Application form, Interview and references</p> |
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Awarded to Parn Wood students for high levels of Recycling



Artsmark Gold Award Awarded by Arts Council England



Working Power Partnership Award

2018-2021