



## **Recruitment Pack**

### **Social Media/Digital Marketing Apprentice**

Closing Date: Monday 11<sup>th</sup> March 2024 at 9:00am

Interviews: To Be Confirmed

JOB REFERENCE NUMBER: SCH-AIAT-0034

## A Message from the Chief Executive Alpha Academies Trust

Dear Applicant,

Thank you for downloading this application pack and for your interest in becoming a Social Media/Digital Marketing Apprentice at The Discovery Academy, part of The Alpha Academies Trust in Stoke-on-Trent.

Our Trust currently consists of five academies:

The Discovery Academy - Age 11 –16;

The Excel Academy - Age 11 –16;

Eaton Park Academy-Age 3- 11;

Maple Court Academy - Age 4 – 11;

Sneyd Academy – Age 4 – 11.

Alpha Academies Trust has a clear purpose to deliver a first-class education for every child and overcome inequality. We intend to achieve this purpose by investing heavily in staff development and developing a quality all through curriculum from birth to post 16. We are committed to work with other stakeholders and Trusts to create a joined-up momentum, that will bring about transformational change in Stoke on Trent. We have a rigorous approach to the evaluation of impact through a research and development culture. This ensures we identify the approaches that have the greatest impact on children and supports the well-being and workload of our staff. We take seriously our responsibilities to the community and future agendas, such as environmental sustainability and digital transformation, are very much in our line of sight.

Parents and stakeholders are at the heart of our learning partnerships. Our Governors are challenging and supportive and all our staff are committed and dedicated to providing first class education for all children and young people in our academies.

We are looking for dedicated and enthusiastic professionals to join our highly skilled staff and help deliver outstanding educational experiences for the young people of Stoke-on-Trent.

I look forward to receiving your application and meeting you soon.

Yours faithfully,

Mr S French  
Chief Executive Officer

## The Context

The City of Stoke-on-Trent is in the West Midlands and has a population of 249,000, which is predominately white British along side a significant minority ethnic community. Ambitious plans are underway to transform and renew the City through major investment in health, housing, economic development, and education. The 'Potteries', as Stoke-on-Trent is affectionately called, is renowned for its world class ceramics industry and industrial heritage.

The City is benefitting from recent investment which is driving economic growth and renewed prosperity. It is well connected with transport links to the capital and is within one hour of travel to Birmingham or Manchester. The City is one of the fastest for economic growth in the country.

## Our Trust Purpose

“Delivering a first class education that  
overcomes inequality”

## Our Trust Strategy & Aims

- α High Performing - to use Trust resources, ensuring we deliver first class education for every child.
- α Collaborative - to grow more effective partnerships within and beyond the Trust, that impact on children and are mutually supportive.
- α Finance and Infrastructure - to have strong and sustainable finances with a highly effective infrastructure.
- α People - to attract, develop and retain excellent people who are valued, supported and encouraged to innovate.
- α Leadership - to develop expert leaders and governors with a range of skills, that make a difference to children's life chances.

## In an Alpha Academy:

- Children and young people develop strong literacy, numeracy and employability skills;
- Children and young people enjoy innovative learning experiences, including sport and the arts which lead to high levels of success;
- Children and young people's progress is always tracked and monitored and no one falls behind;
- Children and young people understand the pathways open to them. Through our Academies the gates to next steps and phases are opened;
- Children and young people, parents and staff feel valued, safe, supported and have a voice;
- Children and young people have the best staff and Academy leaders as their role models;
- Children and young people enjoy inspirational learning environments which are safe, well maintained and constantly improved;
- Children and young people enjoy the best catering and nutrition;
- Staff have an entitlement to first class training, coaching and support;
- Staff have opportunities to progress from the start of their career onwards;
- Employer partners contribute to curriculum design;
- Governance is strong, challenging and supportive;
- Parents are partners in their children's education;
- Children develop skills for the modern workplace;
- Children receive extensive information, advice, and guidance to become well rounded adults, who contribute to society as highly employable responsible citizens.



 <b>THE DISCOVERY ACADEMY</b>	<b>Number On Roll:</b> 1341 <b>Ofsted:</b> Good
 <b>The excel academy</b>	<b>Number On Roll:</b> 1114 <b>Ofsted:</b> Good
 <b>Maple Court Academy</b>	<b>Number On Roll:</b> 440 <b>Ofsted:</b> Requires Improvement
 <b>Sneyd Academy</b>	<b>Number On Roll:</b> 550 <b>Ofsted:</b> Good
 <b>Eaton Park ACADEMY</b>	<b>Number On Roll:</b> 489 <b>Ofsted:</b> Good

Supporting 4000 Children

## Our Academies

### The Discovery Academy

The Discovery Academy is one of the largest academies in the area, boasting a £21 million building with world class facilities and, belonging to a forward-thinking Trust, encompassing a number of successful local schools. Our promise is to deliver ambitious, high-quality teaching and learning every lesson, every day, overcoming inequality and allowing every student to achieve success. As an academy, we have created a culture around our core values of Pride, Respect and Commitment to ensure high expectations, positive relationships and support for all our students. I believe having high expectations of behaviour and attitudes enables teachers to teach, and students to develop, in a caring, supportive environment.



### The Discovery Academy Purpose

“Achieve outstanding academic success for every child, whilst developing the ASPIRE skills and values to lead fulfilling lives”



Comments from Ofsted Report of 2019 include;

*“Leaders know the school well. They identify weaknesses by carefully analysing the available evidence. Consequently, their strategies to address weaknesses are thoughtful, considered and effective.”*

*“All staff are very committed to seeing the school improve further. They form a united and hard-working team.”*

*“A strong culture of care and support exists throughout the school. Consequently, pupils feel safe and are safe in school.”*



## The Excel Academy

The Excel Academy has consistently been one of the highest performing academies in Stoke-on-Trent. Student numbers have increased rapidly due to the success of the Academy and it is now oversubscribed in all years. It is the school of choice in the north of the city and is housed in a new build and refurbished buildings.

The Academy was inspected by Ofsted in November 2021 and maintained a 'Good' judgement and is now focused on becoming an outstanding provision.



### The Excel Academy Purpose

"To provide a first-class education to enable all students to excel"



Comments from Ofsted Report of 2021 include;

*"Leaders, including governors and trustees, are ambitious for all pupils.... there is a strong sense of community within this school....Staff and pupils talk positively about the 'Excel way'"*

*"Relationships between pupils and teachers are very strong and based on mutual respect.....Pupils are proud of their school.... They are happy and safe.... pupils behave in a calm and mature manner....they study a wide range of subjects and achieve well"*

## Eaton Park Academy

Eaton Park has consistently been one of the highest performing academies in Stoke-on-Trent for the last few years.

Eaton Park are one of the highest performing primary schools in Stoke on Trent and, for the last two years, Eaton Park have been in the top 3% of schools nationally for pupil progress. Student numbers are consistently increasing due to the successes of the Academy and its popularity locally. Eaton Park Academy has around 500 pupils and is one of the larger primaries in Stoke-on-Trent, offering places from Nursery through to Year 6.



The Academy was inspected by Ofsted in March 2019 and maintained a 'Good' judgement; we are now focused on becoming an outstanding provision.

### Eaton Park Academy Purpose

"Carving pathways to success for all, regardless of social and academic background."



Comments from Ofsted Report of 2019 include;

*"The leadership team has maintained the good quality of education in the school since the last inspection. You and your team of committed senior leaders have created a motivating and inspiring learning environment in which pupils thrive."*

*"Pupils are proud to attend Eaton Park. They enjoy school and are enthusiastic about their learning. In lessons, pupils work hard and cooperate well with their peers."*



## Maple Court Academy

Maple Court is a large primary academy with almost 500 pupils located in the Bentilee area of Stoke-on-Trent.

Every member of staff in the Academy is fully committed to ensuring that all children work hard, are well supported and make good progress across the curriculum.

Maple Court offers enrichment opportunities through its extra-curricular programme and the many academy visits that it offers. Life skills and confidence continue to grow through its student character development, raising aspiration and ambition by opening up the world to its students.



### Maple Court Academy Purpose

“To encourage and nurture the aspirations of all pupils to achieve their dreams”



Comments from Ofsted Report of 2021 include;

*“The quality of learning is on the up and standards are beginning to rise. Lessons are purposeful, classrooms are calm places in which to learn and staff treat pupils fairly”*

*“Ambitious leadership from Trust and school leaders is making its mark. Since the previous inspection, leaders have made expectations clear and lifted everyone’s aspirations. They have injected new purpose to the school through a mix of challenge and support.”*



## Sneyd Academy

Sneyd Academy is a large and diverse primary academy with happy children and staff and an exciting curriculum housing almost 600 pupils. Sneyd Academy is one of the largest primary academies in Stoke-on-Trent. It is located in the centre of the city with good access to local facilities such as Central Forest Park and Festival Park. The Academy serves a diverse population from the Sneyd Green, Cobridge and Burslem areas and is very much a school at the heart of its community.



### Sneyd Academy Purpose

“Inspiring children to achieve excellence and be their best”



Comments from our recent inspection June 2023;

*“Pupils enjoy their learning and spending time together in school. They speak with pride of the many varied opportunities they take part in. Pupils embody leaders’ ambitions to learn, achieve and believe in all they do and say.”*

*“Leaders recent improvements to the curriculum are helping to strengthen pupils learning across subjects.”  
“Leaders identify pupils’ additional needs swiftly and accurately.”*

*“Leaders promote successfully a calm and inclusive culture around school. Pupils know themselves and their peers well. Pupils are mature and respectful.”*

*“Pupils speak of the family feeling within and across the school. They recognise that this extends to the Alpha Academies Trust too.”*

In total, over 4,000 students, aged 3-16 years, are currently on roll and supported in our academies. In addition, we employ approximately 525 staff across the Trust.

## Job Description

### Purpose of the Post

Main Purpose of the Post	
You will be assisting in the design and development of the Content Management System to enable all staff to manage content.	
Core Responsibilities, Tasks and Duties	
<b>I. Duties</b>	<ul style="list-style-type: none"><li>• To assist in editing web site content.</li><li>• To assist/train staff in editing content.</li><li>• To update social media (Facebook, Twitter, etc)</li><li>• Ensure content adheres to Trust, Safeguarding &amp; GDPR requirement.</li><li>• Ensure that content is accurate, up to date and provides an excellent user experience.</li><li>• Assist on improving the website(s) usability and future updates.</li><li>• Manage your own workload, prioritising job tasks and ensuring timely delivery.</li><li>• Undertake additional duties, as required, from time to time.</li></ul>
<b>II. Health and Safety</b>	<ul style="list-style-type: none"><li>• Ensure a work environment that protects people's health and safety and that promotes welfare and which is in accordance with the Trust Health and Safety policy.</li></ul>
<b>III. Professional Accountability</b>	<ul style="list-style-type: none"><li>• The post holder is required to be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person. In addition, they are to contribute to the achievement of the school's objectives.</li></ul>
<b>IV. Safeguarding</b>	<ul style="list-style-type: none"><li>• Promote and safeguard the welfare of children and young persons you are responsible for or come into contact with.</li></ul>

**V. Equalities**

- Ensure that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

**PERSON SPECIFICATION****APPOINTMENT OF: CASUAL WEB CONTENT EDITOR****DEPARTMENT: OPERATIONS**

Minimum Requirements	Measured by: A) Application B) Test/Exercise C) Interview
<b>QUALIFICATIONS/TRAINING</b>  It is essential that the post holder is/has: <ul style="list-style-type: none"><li>• Educated to GCSE level or equivalent Including English and Maths at Grade 'C' or above.</li></ul> It is desirable that the post holder has: <ul style="list-style-type: none"><li>• Evidence of continued professional development.</li></ul>	<b>A</b>
<b>EXPERIENCE/KNOWLEDGE</b>  It is essential that the post holder has: <ul style="list-style-type: none"><li>• IT literate.</li></ul>	<b>A &amp; C</b>
<b>SKILLS AND ABILITIES</b>  It is essential that the post holder has: <ul style="list-style-type: none"><li>• Good English reading, verbal and writing skills.</li><li>• Good communication skills.</li><li>• Ability to manage time effectively</li></ul>	<b>A &amp; C</b>

<p><b>It is desirable that the post holder has:</b></p> <ul style="list-style-type: none"> <li>• Prior experience in Website Content management systems (We use WordPress)</li> <li>• Understanding of Social Media</li> <li>• Basic HTML understanding</li> <li>• Photo Editing (Photoshop)</li> <li>• Video Editing</li> <li>• Some Coding Knowledge (JavaScript, PHP)</li> </ul>	<b>C</b>
<p><b>ADDITIONAL FACTORS:</b></p> <p><b>It is essential that the post holder has:</b></p> <ul style="list-style-type: none"> <li>• Resilience and ability to work to tight deadlines</li> <li>• Readiness to develop and apply skills</li> <li>• An ability to fulfil all spoken aspects of the role with confidence through the medium of English</li> <li>• A willingness to undertake appropriate training</li> <li>• Awareness and sensitivity with regard to equal opportunities and race equality</li> </ul>	<b>C</b>

## How to Apply

If you feel that the position is of an interest, you have the right experience and skills and are ready for fresh challenges, then we would love to hear from you. To apply, visit our website's vacancies page at <https://alphaacademiestrust.co.uk/vacancies/>. Click on 'Explore Available Opportunities,' find the vacancy you wish to apply for, and simply click on the 'Apply Now' button at the top of the page, which will direct you to the Alpha Academies Trust vacancy portal. If you're already registered, please log in to submit your application. New users can register using the sign-up option and proceed to submit their application. Should you need any further information regarding your application please contact our Recruitment Team by email at [recruitment@alphaacademiestrust.co.uk](mailto:recruitment@alphaacademiestrust.co.uk)

**Closing Date for this post: Monday 11<sup>th</sup> March 2024 at 9.00am**

**Interviews: To Be Confirmed**

## If Successfully Shortlisted

The Alpha Academies Trust is committed to safeguarding and promoting the welfare of children and we expect all staff to share this commitment. We comply with the Disclosure & Barring Service (DBS) code of practice, and if successfully shortlisted, you will be required to declare any relevant convictions, adult cautions or other matters which may affect your suitability to work with children. As a result of amendments to the Rehabilitation of Offenders Act 1974 (exceptions order 1975) in 2013 and 2020, some minor offences are now protected (filtered). You will also need to complete and return a DBS self-disclosure declaration prior to interview.

In addition, you will need to bring to your interview, your passport and/or original birth certificate along with a document giving your permanent National Insurance number and name i.e. a P45, P60, NI card or a letter



from a government agency as proof of identification. If, unfortunately, you are not offered the post, please be assured that the details taken regarding your personal documentation will be destroyed.

Please note, references will be sought for all shortlisted candidates prior to interview.

Please note, it is the policy of The Alpha Academies Trust to contact shortlisted candidates only.

## Academy Location

Discovery Academy: Discovery Drive, Stoke-on-Trent, ST2 0GA

Excel Academy: Milton Road, Sneyd Green, Stoke-on-Trent, ST1 6LG

Eaton Park Academy: Arbourfield Drive, Bucknall, Stoke on Trent ST2 9PF.

Maple Court: Beverley Drive, Bentilee, Stoke-on-Trent, ST2 0QD

Sneyd Academy: Sneyd Street, Burslem, Stoke-on-Trent, ST6 2NS

## Equality & Diversity

Alpha Academies Trust is committed to promoting equality and diversity opportunities among our community of staff and students. Ensuring best practice in our recruitment processes is essential to this commitment. We will seek to ensure that all job applicants and staff are treated fairly, with respect and without bias. No applicant or member of staff will be treated less favourably than another because of their age, disability, ethnic origin, gender, gender identity, sexual orientation, marital status, caring or parental responsibilities, racial group, religious or philosophical beliefs.

### Advertising

Alpha Academies Trust will advertise posts outlining the relevant skills, qualifications, knowledge and experience necessary for the job in order to attract the best applicants. Careful consideration will be given to the wording used in job adverts, job descriptions and person specifications to ensure that they are not written in a way that stereotypes or encourages people to believe that the position is only suitable for certain groups of people. The Recruitment Team will ensure all published job advertisements, job descriptions and person specifications comply with current equality legislation. Consideration should also be given to which media is used for advertising in order to ensure that applications from some sections of the community are not excluded or limited.

### Selection

Completion of the Safer Recruitment training is mandatory before anyone may be directly involved in the selection process including long and short listing, interviews and assessments. Any staff who are still directly involved in the recruitment and selection of staff must attend refresher training every three years, which ensures that they are all aware of changes in legislation and practice.

Long and short-listing should be fair and consistent, comparing applications against the objective criteria set out in the job description and person specification. Records of decisions must be made and retained. The short-list of job applicants must, from the evidence available, appear to have the necessary skills and abilities in relation to criteria stipulated in the job description and person specification. Human Resources will

monitor job applications, short-listing and appointment decisions, for both permanent and temporary positions, with regards to age, ethnic origin, disability, and gender. If monitoring reveals evidence of any form of discrimination, remedial action will be taken to redress it.

If anyone has any queries with regard to fair and best practice, please contact [recruitment@alphaacademiestrust.co.uk](mailto:recruitment@alphaacademiestrust.co.uk)

## Additional Information

Please note it is an offence to apply for the role if you are barred from engaging in regulated activity relevant to children. All employees of the Alpha Academies Trust will be required to undertake an enhanced DBS disclosure check if successfully appointed (unless already registered with the DBS update service) and every 5 years following this.

The suitability for employment of a person with a positive DBS disclosure will vary, depending on the nature of the job and the details and circumstances of the cautions/convictions/bindovers. If a positive DBS is received then the Trust will decide whether the individual can be cleared for appointment or whether further investigations are needed.

Ofsted Reports: [www.ofsted.gov.uk](http://www.ofsted.gov.uk)

Information about Stoke City council: [www.stoke.gov.uk](http://www.stoke.gov.uk)

A copy of the most recent inspection report and copies of the Safeguarding Policy can be found on the Academy website.