

The Potteries Educational Trust

Applicant Information Pack

Computing Hub Administration and Marketing Officer

City of Stoke on Trent Sixth Form College

Closing Date: 9am, Monday 14th October 2024

Salary: £23,585 - £25,276 pro rata (£11,792 - £12,637)



September 2024

Welcome from the Chief Executive Officer

We are delighted that you've expressed an interest in the position of Computing Hub Administration and Marketing Officer based at the City of Stoke on Trent Sixth Form College, part of the Potteries Education Trust (PET). This post provides an excellent opportunity for an outstanding individual to join a successful Trust and become part of our committed and passionate Team.

We hope this application pack and other documentation contains all of the information you need.

If, after reading the information, you are still interested in the post please complete an application form and return to HR@potteries.ac.uk. All candidates will be assessed against the information provided in the enclosed job description and the essential and desirable criteria outlined in the person specification, therefore, please consider the details in the job description and person specification carefully so that you know what the job involves and how you can match this in terms of your skills, abilities and knowledge. The information you provide in your application form and supporting information is the only information that we will have in deciding whether or not you will be shortlisted for an interview. **Please do not attach a curriculum vitae or additional sheets as these will not be considered.**

As part of the Trust's efficiency measures, we do not send letters to unsuccessful candidates, therefore if you do not hear from us within one month of the closing date you may assume that your application has been unsuccessful.

If you require any further information or wish to discuss the post in more detail, please do not hesitate to contact the HR Team on HR@potteries.ac.uk.

Thank you again for your interest in the post and we look forward to receiving your completed application by 9am, 14th October.

Best of luck with your application,



Heather McLachlan
Chief Executive Officer
Potteries Educational Trust

About The Potteries Educational Trust

The Potteries Educational Trust

Our focus is to provide the very best education for every child and young person within the Trust, offering a high quality, broad, academic education for the children and young people of Stoke-on-Trent, North Staffordshire and beyond.

Working with like-minded partners the Potteries Educational Trust centers on the development of the very best practice in teaching, learning and assessment. We will provide teaching and learning in a nurturing, supportive environment with a broad range of opportunities and extra-curricular activities available for all within the Trust.

The Potteries Educational Trust was formed in 2017. We provide education for children and young people from 4 years to 18 years and beyond. Our establishments include the City of Stoke-on-Trent Sixth Form College, Biddulph High School, Moorside High School and Werrington Primary School.

Our Vision

As a Learning Community, we share common values and principles which are embraced at every academy within the Trust. These values form the foundations of everything that we do and achieve as a Multi-Academy Trust with one outcome in mind, to create a caring community that delivers excellence and inspires futures.

We have dedicated and committed Members, Trustees and Local Governors with a wide range of educational and business experience. Each school and college has its own Local Governing Body so that decisions are made at a local level specific to the individual needs of each school. Each establishment has its own individual character and uniqueness. It is important for our Trust to celebrate our diversity whilst working to our common values and principles. We offer a vast range of opportunities through the curriculum and extra-curriculum activities to develop our young people for life experiences and promote high aspirations. The Trust has extensive links with regional and national businesses and universities. We provide wide ranging continuous professional development opportunities for all staff.

We are proud of being a Trust that successfully promotes the highest of aspirations in all our students as evidenced by the multiple opportunities available to meet leading professionals and academics, explore their vocation, experience educational visits across the globe and apply successfully for the most competitive of destinations.

Our Values

- We strive for excellence in both academic achievement and life experiences to provide a rich education and opportunities beyond just a set of qualifications.
- We seek to inspire our children and young people, raising their aspirations to be the best they can be and to make a positive contribution to our local and national community.
- We believe in the added value of working partnerships across all phases of education and the benefits and opportunities it brings to our students and staff.
- We will maintain an open access policy ensuring that admission is not based on academic success, within the context of the available curriculum in each establishment.
- The Trust will promote a broad, holistic education for all our children and young people who seek to broaden their understanding of the world.
- All partners in the Trust have an equal place and will work together with honesty, transparency and fairness. We will learn from each other to add value to our practices and to the children and young people and communities we serve.

Our Principles

By working together and learning from each other to add value to our practices and to the children and young people and communities we serve, we will champion the following core principles:

- The safety and wellbeing of the children and young people we serve in every action taken by the Trust and its constituent members.
- A caring, community-centered ethos throughout the Trust, cherishing every individual child and young person.
- Excellence in academic terms but also in providing a broad education beyond qualifications – to be 'Outstanding' in all we do.
- We will ensure the effective use of resources for the benefit of all children and young people in the Trust.
- We are committed to every child and young person in the Trust; we celebrate diversity and will work to narrow any gaps in aspiration, achievement or attainment within our community.

About our Academies – City of Stoke on Trent Sixth Form College



The City of Stoke-on-Trent Sixth Form College is an Ofsted graded GOOD college. As the first purpose built Sixth Form College in the country, for over 50 years we have been delivering post-16 education to students. We have helped over 30,000 young people reach their potential by progressing onto universities, great jobs, and varied apprenticeships. With a wealth of experience, we are experts in the field of providing high quality education for all. The College's mission is 'A caring community, delivering excellence and inspiring futures.'

With over 60 courses available, this education goes well beyond success in qualifications, encompassing a wide range of clubs, societies, trips, work experience and extra-curricular experiences to inspire and develop the wider skills of every student. In a team of over 185 staff we are devoted to preparing over 1800 students to achieve more, making a meaningful impact on the world.

We are committed to constantly improving the quality of teaching, learning and assessment and inspiring our students to achieve more. In June 2023, Ofsted Inspectors graded the College 'Good' with several excellent features and praised staff and students for creating a supportive learning community.

Stoke-on-Trent is a unique city affectionately known as The Potteries with lots to see visit and explore. The College is located at the heart of Stoke on Trent, adjacent to Stoke Railway Station providing excellent travel links, we are in easy commuter distance, within up to an hours travel time from Birmingham, Nottingham, Manchester to name a few.

In September 2017, the college became the founding member of [The Potteries Educational Trust](#). Since then, we have continued to grow working with many educational institutions from Stoke-on-Trent, Staffordshire and beyond, improving outcomes for all children and young people in the region.

As a member of staff, you will be encouraged to develop your skills and experience by working in collaboration with members of our growing Trust and our extensive professional development programme.

Whatever the ambition and passion of our students, the City of Stoke-on-Trent Sixth Form College provides a welcoming learning environment for young people from Stoke-on-Trent and the surrounding area and has outstanding facilities to support their learning and progression. These include:

- A Digital Centre which includes the higher education hub and state-of-the-art computing labs.
- A technical and vocational hub to accommodate T Level provision in Science, Health, Education and Business/Finance.
- Shared usage of a specialist science Centre with university standard laboratories.
- High quality dance studio and performing spaces.
- Digital creative suites and art workshops.
- Sport and Leisure Facilities at Fenton Manor Sports Complex and Staffordshire University
- Refectory and coffee shop



What our young people and families say about us...

"You have been amazing working with us as a family to seek out support for our child and working with outside people to support."

"I was entranced by the art facilities at Sixth Form College, they are incredible and my number one priority. I quickly made friends and discovered that everyone in my classes were there because they loved the subjects – just like me!"

"Since joining the college I am more confident and happier because the college supports me and treats me like an adult."

"I chose the Sixth Form College because of the courses they offered when applying."

"Everyone at the college is so welcoming and the staff helped me to choose the best courses for me based on what I had taken in my previous high school, what I liked studying and my future career path."



About our Academies – Biddulph High School

Biddulph High school is an Ofsted graded GOOD school. Our most recent Ofsted report recognised the “strong safeguarding culture at the school.” In addition, “one pupil captured the views of many, describing the school as ‘one big family’ and “pupils feel happy and safe at school. They are considerate and thoughtful”. Ofsted also praised the leadership of the school: “Leaders have made sure that each pupil feels part of the school community. They have put pupils’ interests at the heart of what they do and are ambitious for what they can achieve”



Biddulph High School Academy converted to become an academy on Thursday 1 September 2011. The school is smaller than the average secondary school with around 800 students. A new Headteacher has been in post since January 2021. The school serves a local town community and is proud to work with schools in our local area in what is referred to as the Biddulph Pyramid. The ‘pyramid’ aims to ensure clear curriculum progression, a common language across the town to ensure consistent messages to parents and the community, and a sharing of training and expertise.

At Biddulph High School we take the responsibility of preparing young people for happiness and success in adult life extremely seriously. We understand that it is a rare privilege to educate children and a huge responsibility to provide them with the best all-round education. We care about the individual and pride ourselves in the warmth of a community in which all feel valued.

All of our students are entitled to the highest quality of education and provision. Our core value, of meeting the needs of the individual and building relationships, sits at the heart of everything that we do. We believe in ‘Quality First’ teaching and an outstanding classroom experience for all supported by high expectations of both work and conduct.

Additional benefits to Biddulph staff:

- Free use of Gym facilities.
- Free coffee and tea provided every break time. A staff kitchen and a well-equipped staffroom are available throughout the day.
- All staff are provided with a laptop.
- Termly staff breakfast.
- Regular organised staff social events.

The main benefit of working at Biddulph High School is our genuine commitment to the well-being of our whole community. Our behaviour policy has been created to provide clear support to all staff in managing behaviour consistently; we believe in providing time for CPD; we have staff and students who look after each other and an ethos of valuing every member of our community. We encourage staff to bring their own unique and individual skills to our school so that we can continue to grow and develop a rich and diverse community.



About our Academies – Moorside High School

Moorside high school is an Ofsted graded GOOD school. Our latest inspection in February 2024 recognised that we are an inclusive and welcoming school. In addition, staff know their pupils well and have high ambitions for them. Pupils are courteous and respectful to others.

Moorside High School is an extremely popular and over-subscribed comprehensive school in the Staffordshire Moorlands and part of the Potteries Educational Trust. The Trust is a vibrant Learning Community, working hard in the areas that we serve to maintain and develop excellent and innovative teaching and learning.

Our school is a warm and friendly place to learn, where, with the help and encouragement of our staff and with the support of their parents, pupils can develop the knowledge, skills and personal qualities that are needed to achieve success both now and in the future.

As a school we pride ourselves on our high standards which enables us to provide a first-class learning experience for all students. We have a calm and supportive environment which is characterised by respectful relationships between the teachers and students. There is a very clear focus on delivering high academic standards for all students and we encourage all students to strive to reach their full potential. Moorside is a fantastic school, our students are our greatest asset and staff our greatest resource.

At Moorside, we are all about excellence! We inspire our students to achieve beyond the limits they thought possible. With a strong focus on academic achievement, we offer opportunities that empower our students to succeed. We set ambitious goals to surpass expectations and excel beyond imagination. Our curriculum goes beyond the classroom. We develop skills such as critical thinking, creativity, resilience, and adaptability to enable students to succeed. Students engage in a range of enrichment opportunities that challenge and inspire.

Additional benefits to Moorside staff:

- Complimentary coffee and tea provided throughout the day for all staff
- Complimentary brunch on Inset days.
- Regular treat days at break time i.e., Pastry Tuesday, Donut Friday
- One discretionary day per term to assist with child care and other such emergencies
- Dedicated leadership time for all leadership roles
- A working environment which supports wellbeing
- Complimentary meal when leading an extra-curricular club
- Complimentary Christmas dinner for all staff
- Guaranteed minimum 10% PPA time every week
- End of term staff events



About our Academies - Werrington Primary School

Werrington Primary School is an Ofsted graded GOOD school. Werrington prides itself on providing a happy, safe, secure and supportive learning environment. At the centre of our ethos is the belief that our children should enjoy their school experience while achieving their full potential.

Staff retention is high and we are proud that we are able to recruit and retain the very best educators.

We are a larger than average, 2 form-entry primary school with children aged from 3-11 years old. Our school has a purpose built 52 place, full time nursery.

A dynamic, committed and cohesive staff team work to ensure that teaching and learning meets the needs of children as individuals. Staff members are well supported by leaders and there are clear systems and structures for all aspects of the school's work. Governors support the work of the school in a range of ways; they work with the leadership team to scrutinise, challenge and hold all to account so that there is a clear strategic direction for the school.

Our school recognises it has a low number of pupils from an ethnic minority background and so we ensure our curriculum and the wider opportunities provided to pupils supports them to learn about other cultures both in the local area and further afield. Each child at our school is treated as an individual, allowing room for particular talents and skills to flourish, as well as encouraging confidence and success in areas they find challenging to accomplish.

Additional benefits to Werrington staff:

- In recognition of staff's commitment to the wider aspects of school life, 'Gift days' are available to be taken (1.5 days per year, pro-rata)
- Dedicated leadership time for all leadership roles
- Workload reduction charter and our commitment to reduce workload
- Reflective teaching practices focused on research
- Access to a staff wellbeing library and well stocked professional development library
- A working environment which supports wellbeing, including access to a mental health first Aider
- Complimentary meal when leading an extra-curricular club
- Complimentary Christmas dinner for all staff
- A communication policy to protect home life
- Opportunities to 'innovate'
- Guaranteed minimum 10% PPA time every week
- Free 'branded' staff uniform
- Opportunities to socialise with colleagues e.g. Coffee Tuesdays, end of term meals, wreath making, end of term 'do'



Our Employee Benefits

- The Trust offers a Pension Scheme for all our employees to access in order to help plan for their retirements.
- We are committed to offering flexible employment opportunities enabling staff to strike a sensible balance between home and work life. Wherever possible, we are open to discussing a range of flexible working options including reduced/compressed hours; remote working; flexible start and finish times.
- We offer a robust and supportive induction, peer support and a comprehensive programme of professional development, we pride ourselves on the achievements of our colleagues as professional members of our community. We offer dedicated training days for all staff and support employees in attending external courses and gaining professional qualifications where permissible.
- Employees are entitled to register for our cycle to work and tech schemes, where you are able to purchase bikes and the latest IT equipment and mobile phones with convenient monthly payments automatically deducted from your salary. Make NI savings and spread the cost over a period of 12 months.
- We have an employee assistance programme which is available to all staff and immediate family members. As part of this, employees have access to our health and wellbeing portal, provided by Health Assured, which includes free face to face counselling and telephone support for a whole variety of issues, worries and concerns.
- The Trust offers Occupational Maternity, Paternity and Adoption Schemes where you may be entitled to enhanced occupational leave and pay.
- Access to a qualified coach.
- All staff are provided with a laptop.
- Supervision for all safeguarding, wellbeing and SEND roles.
- The Trust offers generous annual leave entitlement to all whole year Support Staff with a minimum of 22 days to a maximum of 33 days plus 3-5 local days at Christmas and 8 bank holidays. All entitlements are pro-rata for part time positions.
- Free eye tests and discount vouchers available to use at Specsavers.
- Free annual flu vaccinations for any staff requesting it.
- Free on-site parking across all of our Academies.
- Each academy has an on-site Canteen together with various areas where you can sit and enjoy your breaks and host visitor/team meetings etc.



health assured

The Potteries Educational Trust is a growing Multi Academy Trust, working collaboratively with educational institutions from across Stoke on Trent, Staffordshire and beyond, seeking to improve outcomes for all children and young people in the region. The Trust is a vibrant Learning Community working to maintain and develop excellent and innovative teaching and learning. The Trust seeks to deliver high quality parental engagement, pastoral support and the pooling of resources and expertise to achieve an Outstanding learning experience and outcomes for all our children and young people. Institutions work together to foster high quality academic and pastoral support, utilising the best elements of educational research in moving existing strong practice to outstanding in every sense.

Computing Hub Administration and Marketing Officer

(Part Time, 18.5 hours, whole year)

Fixed term until August 2025

North Midlands Computing Hub, working with a wide range of partner organisations, provide a comprehensive CPD offer for school teachers and technicians across a wide geographic region.

We are seeking to recruit an Administrator/Marketing Officer to provide professional, efficient and effective administrative and marketing support for the regional Computing Hub.

The post holder will actively contribute to the effective communication and marketing of our programme using multiple forms of media. In addition, you will ensure that our course programme booking systems contains the most up to date information and is accessible for teachers and technicians and you will support the smooth running of courses both remotely and in person.

The nature of the post requires the willingness to work flexibly according to the necessities created by internal and external CPD events. In particular, this may include occasional evening work as necessary, to meet the requirements of the role.

The Trust is committed to Equal Opportunities and welcomes applications from all sections of the community.

The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. In line with Keeping Children Safe in Education, an online search will be conducted as part of our due diligence checks on all short-listed candidates. An enhanced DBS Disclosure will be required prior to taking up an appointment with the Trust.

Please note that if we receive a high volume of applications, we reserve the right to close any vacancies from further applications. Please ensure you apply without delay if you wish to be considered for this role.

Job Description

Computing Hub Administration and Marketing Officer

SALARY:	£23,585 - £25,276 pro rata (£11,792 - £12,637)
LOCATION:	City of Stoke on Trent Sixth Form College, Trust Offices
REPORTS TO:	Computing Hub Lead

This job description is not a comprehensive definition of the post. Discussions will take place on a regular basis to clarify individual responsibilities within the general framework and character of the post as defined below.

POST OBJECTIVE

- Provide professional, efficient and effective administrative support for the regional Computing Hub (CH).
- Ensure that our course programme booking systems contain the most up to date information and is accessible for teachers and technicians
- Support the smooth running of courses whether physical or remote/online.
- Actively contribute to the effective communication and marketing of our programme using all available means including social media, electronic newsletters and our website pages.
- Work flexibly to ensure appropriate cover provided for the requirements of the post.

GENERAL DUTIES AND RESPONSIBILITIES

- To participate in Potteries Educational Trust and processes as required.
- To comply with the Potteries Educational Trust policies and codes of practice in relation to Health and Safety, Security, Equality and Diversity, child protection, confidentiality and data protection.
- To work flexibly in the interests of the Potteries Educational Trust as required.
- To participate in the Potteries Educational Trust Performance Management/Appraisal Schemes and undertake staff development activities as appropriate.
- To be responsible for promoting and safeguarding the welfare of children, young people and vulnerable adults you are responsible for, or come into contact with, and outside of this, to exercise vigilance at all times.
- Promote and be committed to the Academy's ethos, aims and objectives.

POST SPECIFIC DUTIES AND RESPONSIBILITIES

Work Processes and results

- Provide professional and effective administrative support in relation to course booking procedures, course programmes, delegate packs and general centre administration.
- Record information and process registrations and course bookings using relevant systems.
- Liaise with facilitators and subject-specific consultants regarding venue details, number of participants and other course requirements.
- Produce and distribute a range of communications and marketing materials, both hard copy and electronic including course flyers, newsletters and regular programme updates.
- Maintain the Computing Hub website and other website pages with up to date course information and other appropriate information.
- Support and contribute to social media communications including Twitter and Facebook including scheduling social media posts.
- Manage a diverse range of administrative tasks (e.g. monitoring recruitment figures, liaising with tutors/ participants and entering course details into all appropriate systems), anticipating peaks of workload and planning accordingly.
- Liaise with other departments/ organisations as required e.g. to book catering/ car parking.
- Liaise with internal and external partners as required e.g. acting as a contact point for STEM.
- Learning, liaising with PET colleagues and schools to book rooms.
- Provide a meet and greet service as appropriate for facilitators and delegates including hosting remote twilight CPD.
- Deal with enquiries via email, telephone and personal callers.
- General office duties as required e.g. photocopying, mail sorting, maintaining e-filing records, ordering of stationery and supplies.
- Work on own initiative and provide admin updates to colleagues as required.
- Organise internal and external meetings.
- Manage the room bookings diary, coordinate venue bookings from internal and external customers.
- Arrange processing or purchase orders, invoices for payment and raise invoices for course fees where appropriate.
- Assist with training needs analysis as appropriate to develop a relevant programme of activities.
- Assist in the evaluation of activities.

Team Work

- Work closely with CH and PET colleagues.
- Work closely in support of CH Lead.
- Work closely with CH partners as required.
- Work closely with the National Centre for Computing Education (NCCE) and STEM Learning.
- Cover for other staff as appropriate during periods of absence.

Communication

- Assist with the development of strategy and action plans including communication and marketing.
- Communicate effectively across a range of audiences.
- Liaise, establish and maintain positive links with external agencies and providers.
- Interrogate Edubase and other educational websites.
- Create course flyers using templates and distribute to prospective customers.
- Use appropriate systems or social media to create newsletters and marketing materials.
- Distribute regular newsletters.
- Maintain and update course information on the website.
- Maintain relationships with internal and external contacts and suppliers.
- Provide information and advice on administrative procedures to facilitators, participants and customers.
- Assist with collating and summarising information for reporting processes.
- Respond to any requests for information or re-direct as appropriate.
- Attend and participate in external meetings, exhibitions, regional groups and conferences when required.
- Take meeting minutes as required.
- Maintain and update the CH web presence as appropriate.
- Maintain and update contact records, databases and marketing logs within current legislative requirements (safe storage of personal information and data protection).
- To undertake other reasonable duties commensurate with seniority and grade.

The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. All employees are subject to an enhanced DBS Disclosure prior to taking up an appointment with the Trust.

Person Specification

Criteria	Essential	Desirable
Qualifications		
Four GCSEs (or equivalent) Grade C or above including English and Math's or equivalent experience	✓	
Knowledge, Experience, Skills & Qualities		
Understanding of school learning environment	✓	
High levels of literacy, numeracy, and ICT skills including advanced knowledge of Microsoft packages	✓	
Experience of maintaining relationships with a range of internal and external stakeholders	✓	
Experienced in dealing with confidential and sensitive information with tact and discretion	✓	
Understanding of continuous professional development in an educational setting including personal professional development		✓
Experience of communication and marketing using a variety of strategies including social media and electronic newsletters	✓	
Experience of developing and contributing to the development of communications and marketing materials	✓	
Use of online administrative and customer relationship management systems		✓
The ability to prioritise tasks effectively	✓	
Must accept and actively support the Potteries Educational Trust values including equality and diversity	✓	
Have initiative and be proactive in solving problems and meeting deadlines	✓	
Excellent written and verbal communication skills	✓	
Good interpersonal and organisational skills	✓	
Ability to work as part of a team	✓	
Excellent presentational skills	✓	
Have a genuine interest in young people	✓	
Responsive and flexible attitude to changing needs and demands	✓	
Ability to seek and accept guidance and engage with appropriate lines of reporting	✓	