



THE
Pinnacle
LEARNING TRUST

**Photographer & Marketing Officer
Recruitment Pack**



Sam Thornley
Marketing Manager

Welcome from Marketing

Thank you for your interest in joining our trust, in the role of Photographer & Marketing Assistant. This is an exciting time to be joining us as our trust is thriving and looking to expand. You have the potential to help capture this change and share it with our community.

We are delighted that you are considering becoming part of our team. Our trust is a vibrant, locally focused and ambitious community of 3 primary schools, a secondary school and a sixth form college. We have established the Trust in order to build upon our shared belief that young people in Oldham and the local area should have access to excellent educational provision. Central to this mission is how we tell our story, the marketing team are the voice that celebrates achievements, captures everyday moments, and shares the mission of our trust and its academies with the wider community.

This role is both creative and impactful. As our Photographer & Marketing Officer, you will play a key part in shaping how our trust is seen and understood. Through expressive, impactful, imagery and engaging content, you will help bring to life the experiences of our young people, staff, and schools, ensuring that our mission, values and successes are communicated with clarity and authenticity.

We are looking for someone who is not only technically skilled, but also passionate about storytelling, and community. Your work will support recruitment, strengthen our reputation, and showcase the unique character of each of our academies. It is a role of growth, where your natural curiosities will be encouraged and the acquisition of new skills supported.

In this pack, you will find everything you need to learn more about the role, our expectations, and what it is like to work within our Trust. We hope it gives you a clear sense of our vision and inspires you to apply.

I look forward to hearing from you and possibly speaking to you soon.

Thank you for your time and consideration,

Sam

A handwritten signature in black ink, appearing to read 'S. Thornley', written in a cursive style.

PROUD
TO BE
PART OF



About The Pinnacle Learning Trust

‘Transforming the life chances of all our young people.’

The Pinnacle Learning Trust was established in September 2017, through the long-standing, strong and effective relationship between The Hathershaw College and OSFC (Oldham Sixth Form College), with Werneth Primary School joining the Trust in February 2019, Broadfield Primary joining in April 2023 and Alexandra Park Junior School joining in April 2024.

We have established the Trust in order to build upon our shared belief that young people in Oldham and the local area should have access to excellent educational provision and to provide new and additional ways in which we can further improve on our strengths and provide support to other schools and colleges, both within and beyond the Trust.

Our collective aim, articulated through our mission statement, is to improve the lives and life chances of young people through raising aspirations and achievement across our academies through the development of outstanding practice based upon partnership.

This firm belief in the power of collaboration means that when the time and fit are right, we hope to welcome more academies into the Trust so that they too can benefit from our extensive experience.

Our Trust also has a strong reputation for the provision of outstanding professional development and benefits from being a vital part of our local Teaching School Hub, (East Manchester Teaching School Hub) in addition to having Research School and EdTech Demonstrator status. Our expertise in professional development is invaluable to staff and students in every one of our academies, in addition to supporting improvement beyond the Trust and providing fantastic development opportunities for our staff team.

BELONG - INSPIRE - CHALLENGE - CELEBRATE

About The Role

Purpose of the post

To work as a key member of the Trust Marketing Team to raise the profile of the trust, its academies and its various offers (e.g. professional development, community links, etc.) both internally and externally.

To capture high quality images that showcase the life, achievements, and values of the trust, across multiple sites. The Trust Photographer & Marketing Officer will play a key role in promoting the trust's brand through engaging visual content for websites, social media, publications, and marketing materials.

To work with the marketing team on a wide range of promotional design projects, and related social media channels, ensuring design and branding is on par with trust standards. Taking the lead on select projects, developing, creating and designing content to drive the trust's and its academies' online presence, digital promotions and communications.

Specific Responsibilities:

- Photograph a wide range of trust and academy activities, including, but not limited to; lessons, events, performances, meetings and sports fixtures (where applicable)
- Edit images to a high standard, ensuring consistency with the trust's visual identity
- Maintain and organise a digital image library, ensuring files are securely stored and easily accessible by relevant parties
- Work closely with Marketing Manager, school leaders and marketing team to plan, produce and deliver visual content
- Ensure all photography complies with safeguarding, consent, and data protection policies
- Travel between trust schools as needed to capture photography
- Be familiar and confident with technological change and innovation

Alongside your main responsibilities, the trust would like for you to have a skill (or the willingness to learn and develop a skill) within one or both of the following areas.

Videography (Premiere Pro)

- Lead on the capturing and provision of high-quality photography and videography for use in key internal and external publications, websites and social media. Have a good understanding of using the correct lenses, lighting and audio
- Lead on the provision of a photography and video recording service across the Trust and create video and photography output for a variety of purposes, for example, promotional materials for websites and showcases such as prize presentation events.
- Video editing and image editing, using the appropriate Adobe app within the Creative Cloud suite, to enhance what has already been captured
- Liaise with all areas of the trust and its academies to ensure as many aspects of the trust's success are captured and shared.

Graphic Design

- Assist the Trust Graphic Design Office and lead on select graphic design projects, helping to produce high quality materials for the trust, such as, but not limited to, booklets, billboards and social media content. In some cases, lead on projects
- Create and develop materials for academies, following brand guidelines
- Undertake design and art work tasks for internal and external publications in line with the marketing strategy, ensure consistency of the trust and academy brand and support the development of the trust's visual identity
- Ensure all work produced is to a high quality, paying particular attention to detail and accuracy.

Other Responsibilities:

Social Media

- Be responsible for the production of content, imagery and cross promotion of materials for use on academy social media pages and the trust's overall digital presence. Have creative input to ensure these are attractive, relevant, up to date, and consistent with trust and academy brands
- Take responsibility for monitoring and updating social media content, remaining competitive and on trend, liaising with relevant staff for relevant content when needed
- Support the social media strategy for the trust, implementing and monitoring accounts for academies and trust.

Events and Trust/Academy Cycles

- Work with the marketing team to develop and coordinate campaigns to maximise engagement with, and recruitment to the trust's academies (staff and students)
- Assist the marketing team in developing innovative and new ways in which to communicate with students
- Attendance at and support with the organisation of key events including open events, results days, events for parents, etc. (This may involve some evening and weekend work on occasions)

Additional Duties

- Maintain contact and relationships with suppliers e.g. consultants, video producers, photographers to be able to recommend options for academies' media requirements
- Be a support link to an academy group (primary, secondary or post-16).

Other Responsibilities:

- Deputise for the Marketing Manager and Senior Marketing Officer, in the first instance, as required.
- Embed a culture of high performance and service excellence.
- Provide positive and supportive team collaboration (as appropriate) and effective communication.
- Regularly support the review and update policies, procedures and processes to meet Trust needs.
- Share good practice and take a lead on relevant initiatives.
- Work independently with minimal supervision

Requirements of all Trust Staff:

- To promote and uphold the Trust Mission Statement, values and strategic aims and objectives.
- To comply with the Trust's policies and procedures, including those relating to health and safety, safeguarding, welfare and security.
- To work positively and inclusively with colleagues, students, parents and other partners regardless of their gender, ethnicity, sexuality, age or disability.
- To attend briefings and staff meetings as required.
- To participate in the Trust's Performance Management Review scheme and undertake professional development and training as required.
- To be a positive role model and take responsibility for promoting good standards of behaviour and conduct in students.
- To undertake other duties that are in accordance with the purpose and grade of the post as agreed with the Executive Principal, Principal, or designated alternate.

Relationship to other posts within the Trust

Supervision received from:

Relevant Trust Senior Leaders
Senior Marketing and Communications Officer

Line Manager:

Trust Marketing Manager



Person Specification

Method of Assessment Key
 Application Form & Supporting Letter - A
 Interview - I
 Reference - R
 Enhanced DBS Clearance - DBS

Experience	Essential (E) Desirable (D)	Method of Assessment
Experience with audio/visual equipment such as DSLR, mirrorless and video cameras	E	A/I
Proven experience with photography, preferably guiding subjects to get the right image for purpose	E	A/I
A qualification to degree level or equivalent in photography or related (or the the equivalent in proven experience)	E	A/I
Proficiency in editing software (e.g. Adobe Lightroom, Photoshop)	E	A/I
Experience of working in an education setting and/or with young people	D	A
Knowledge of branding and marketing principles	D	A/I
Skills and Knowledge		
Well developed written and oral skills and ability to communicate effectively with individuals and groups of students	E	A/I
Proficiency in the use of graphic design programs such as Premier Pro, Illustrator, and InDesign	D	A/I
Understanding of marketing concepts	D	A/I
Education and Qualifications		
Good Standard of Education	E	A
Current clean driving licence	D	A

Attitudes and Personal Qualities	Essential (E) Desirable (D)	Method of Assessment
Creative, curious and innovative, you will be proactive in exploring new ways of promoting and marketing the trust, with the confidence to suggest departmental improvements.	E	A/I/R
Ability to work quickly whilst maintaining excellent accuracy and close attention to detail	E	A/I/R
Ability to multi-task, balance competing priorities, work under pressure and meet deadlines	E	A/I/R
Patience and ability to remain calm in a demanding environment with multiple priorities	E	A/I/R
Confidence in your abilities to deal with problems as they arise in a professional manner	E	A/I
Suitability to work with children	E	A/I/R
Commitment to equality of opportunity and anti-discriminatory practice.	E	A/I/R
Sensitivity to community issues	E	A/I/R
An enthusiastic and flexible approach to working routines and practices	E	A/I/R
Empathy with children and young people and the provision of a quality service for them	E	A/I



How To Apply

Thank you for your interest in the role of Trust Photographer and Marketing Officer. We really look forward to receiving your application.

All applicants are requested to submit an application form and provide a supporting statement via MyNewTerm. Applicants must:

- Complete all sections of the MyNewTerm application form in full
- Use the supporting statement to show us how your knowledge, skills and experiences align with the person specification

MyNewTerm can be accessed through our website <http://www.pinnaclelearningtrust.org.uk/vacancies/>

The application deadline is: 12noon, Monday 4 May

References will be obtained after shortlisting and prior to the interview where it has been indicated that it is acceptable to do so. Please ensure that the contact details provided on your application form are correct.

Shortlisting will take place on **Tuesday 5 and Wednesday 6 May**

Provisional Interviews will take place on **Monday 11 and Tuesday 12 May**

Commitment to Safeguarding

As part of our safeguarding commitment and promoting the welfare of children, any offers of employment will be subject to satisfactory DBS checks as part of the pre-employment procedures on all potential new employees. The Pinnacle Learning Trust is an Equal Opportunities Employer and welcomes applications from underrepresented groups and ethnic minorities.





**To find out more
or to apply:**

**pinnaclelearningtrust.org.uk
hr@pinnaclelearningtrust.org.uk
0161 287 8001**

