



Mathematics
Mastery

Communications Manager

Application pack

Deadline: 9 October 2017

Our vision:

For every child to enjoy and succeed in mathematics, regardless of background.

Our mission:

To transform mathematics education in the UK. We work in partnership to empower and equip schools to deliver world-class mathematics teaching.

Our values:

Partnership: We collaborate – across our teams and with our schools – to learn from each other, increase our effectiveness and make the greatest collective difference.

Excellence: We strive to be the best in our field and are committed to producing high quality, evidence-based work.

Compassion: We care about one another, are mindful of wellbeing and show empathy. We encourage a positive and energetic working environment.

Growth mindset: We are dynamic and focus on progress and continual improvement. We strongly believe in achievement for all.

Innovation: Our work is transformative and pioneering. We establish and promote new ideas; challenging the status-quo in order to bring about lasting change.

Purposefulness: We are dedicated to making a positive difference in mathematics education. We are passionate about mathematics and the role of teachers, and we have unity of purpose.

Dear candidate,

Thank you for your interest in the role of **Communications Manager**.

Mathematics Mastery is a non-profit organisation, dedicated to transforming mathematics education in the UK. Based on international evidence and practice, our school improvement programme aims to enhance pupils' understanding, enjoyment, resilience and attainment in mathematics.

Mathematics Mastery was originally established as an Ark UK Programme in 2011 and has grown steadily over the last six years. We now work with over 4,500 teachers from 475 schools, and nearly 140,000 pupils are taught maths lessons designed and developed by us.

This is an exciting opportunity for an ambitious, confident and motivated person to join our expanding team. We are looking for someone who combines creative thinking with practical and strategic communications knowhow. You must be able to generate ideas while also having the skills to effectively plan and implement initiatives from start to finish.

The right candidate will have a curious and inquisitive mind – and an insatiable interest in the work of our organisation. A personal interest in maths isn't essential but an understanding and appreciation of its educational importance is. You will be passionate about driving change, supporting teachers and improving the life chances of young people.

You must have the skills and impetus to ask thoughtful questions and listen to colleagues in the quest to gather information – enabling you need to build stories and content. You must also be able to demonstrate your communications expertise – advising colleagues on how we get our key messages across and engage our audiences.

This is a new role so there is huge room to make it your own. The right candidate will be resilient and flexible, and comfortable working in a fast-paced and sometimes uncertain environment – relishing the opportunity this brings for your own development and career.

To apply for this role, please submit your CV and a covering letter to recruitment@mathematicsmastery.org by **12.00pm on 9 October 2017**. Interviews will be held on **Monday 16 October**. Please **tell us in your application** if you foresee any issue with the interview date.

We look forward to hearing from you.

Charli Scouller
Head of Communications, Marketing and Fundraising

Job Description: Communications Manager

Reports to: Head of Communications, Marketing and Fundraising

Salary: £35-38k

Contract: Permanent, 37.5 hours per week

Location: Borough, London

Purpose of role

Enhance the profile of Mathematics Mastery, strengthen advocacy and increase engagement with key audiences through the planning, production and promotion of:

- User-centric content and campaigns which increase brand visibility and interaction
- Timely, relevant, high-quality communications to our network of schools
- Informative and inspiring stakeholder communications

Scope of job

This is an exciting and challenging role for an ambitious person looking to help shape and drive the communications and marketing of Mathematics Mastery. This is a varied position which demands a range of skills – notably writing, content creation and planning.

Working alongside the Head of Communications, Marketing and Fundraising, you will play a key role in delivering an ambitious marketing strategy which drives programme growth year on year. You must have the expertise and knowhow to take a strategic plan and turn it into tangible action plans – ensuring the right activity is delivered at the right time.

You will also take ownership of the development and delivery of our school communications plan, an area where there is plenty of scope for expansion and improvement. You will also play a key role in developing our stakeholder communications.

Working effectively with colleagues to extract relevant information, gather ideas and build stories is pivotal to success in the role. You will also be required to offer sound support and challenge, to demonstrate best practice and help upskill the entire team in communications.

Digital activity is a big focus for our communications and marketing, and simply producing great content isn't enough. This role will also require you to think about how content is promoted online, how it's tracked and measured and how it can be tested and refined to increase its effectiveness. If you don't have a digital background, an appetite to develop your knowledge and skills in this area is essential.

Key responsibilities

Communications planning

- Play a key role in the delivery of the marketing and communications strategy, taking ownership of the planning and implementation of specific campaigns, tactics and initiatives.
- Lead on the annual communications plan for our network of schools, working with colleagues from across the organisation to gather and produce content, and provide expertise on messaging.
- Lead on the project-management of cross-organisational communications and marketing activity.
- Contribute to the planning, development and delivery of key employee communications.

Content

- Play a key role in the planning, development and production of external facing content, including blogs, video scripts, marketing literature and presentations.
- Take the lead on content marketing, to support our strategic aims.
- Draft high-quality copy for a range of channels and mediums.
- Take ownership of the half-termly newsletter which goes out to our network of schools, as part of the broader school communications plan.
- Work with colleagues to gather stories and information, and take the lead on turning this into compelling content.
- Advise on content channels and mediums, to ensure we are communicating our messages as effectively as possible.
- Proactively monitor the news agenda and education landscape, maximising opportunities for topical content generation.
- Drive organisational best practice, ensuring all communications and content meets our organisational standards and effectively represents the brand.
- Work with our Impact Manager to develop strong case studies and tell the story of how our organisation is making a difference within schools.

Digital

- Champion a digital first approach to marketing and communications, which includes testing and refining key customer touch points to improve organisational effectiveness.
- Manage our Twitter channel day to day, ensuring appropriate use and integration within our broader marketing and communications strategy.
- Play a key role in the monitoring and analysis of website traffic and goal conversions through Google Analytics, ensuring activity is tracked against an agreed set of KPIs.
- Build email campaigns in MailChimp and manage our opt-in database, taking a keen interest in how we can develop our use of this platform over time.
- Ensure the website is kept up to date, with fresh content added on a regular basis.
- Ensure all website content is optimised for SEO.

Marketing support

- Act as a key ambassador for the brand, providing advice and guidance to staff on brand values, visual identity and tone of voice.
- Play a key role in attracting new schools to the programme, enabling us to grow year on year.
- Play a key role in the development and delivery of creative marketing campaigns and tactics to support our strategic aims.
- Develop our suite of marketing collateral, ensuring we have a range of effective material for a range of audiences and purposes.
- Play a key role in tracking and monitoring all marketing activity, ensuring we can demonstrate the effectiveness of our work and identify areas for improvement.

Media monitoring

- Monitor the news, political and policy agenda, highlighting relevant opportunities for response.

Person specification

Attributes

- Ambitious with a strong work ethic.
- Self-motivated and eager to learn in a challenging and varied role.
- Self-sufficient with the confidence and ability to work autonomously.
- Flexible and willing to adapt in a changing environment.
- A creative approach combined with practical knowhow.
- Curious and thoughtful mind, enabling you to immerse yourself deeply in what we do.
- Ability to digest complex information and translate it into simple, clear messages.
- A quick thinker and fast learner, with an appetite to grow and develop.
- Ability to influence, persuade and inspire others.
- A proactive and flexible approach to working in a fast-paced, evolving environment.
- Strong organisational skills and the ability to plan and lead projects.
- Ambition to grow with the Mathematics Mastery organisation.
- Strong belief in and enthusiasm for the Mathematics Mastery vision and mission.

Experience, knowledge and skills

- Exceptional writing skills.
- Experience within a varied, fast-paced communications or marketing role.
- Experience of developing and implementing communications plans for a high-profile project, initiative or organisation.
- Interpersonal and influencing skills, with the ability to form effective relationships.
- Skilled and experienced in writing a variety of content for a variety of audiences.
- Understanding of, and experience using, MailChimp or other email platforms.
- Understanding of, and experience using, Google Analytics (or a strong appetite to learn).
- Understanding of SEO (or a strong appetite to learn).
- Understanding of user experience (or a strong appetite to learn).
- Design skills and experience using InDesign and Photoshop (desirable).

Other

- Qualified to degree level and above.
- Interest in the education landscape and issues affecting mathematics education.
- Right to work in the UK.

Training and professional development

We are committed to the professional development of all members of the Mathematics Mastery team. As Mathematics Mastery is part of the Ark family, staff also benefit from the Ark training and professional development programmes. We also encourage staff at all stages of their career to take advantage of international visits and opportunities across the network.

Other staff benefits

Alongside our continued focus on professional development, we also offer a variety of other benefits which help our employees plan their finances and look after their wellbeing.

- **GymFlex:** Save up to 40% at your local gym
- **Discount scheme:** Employees can access up to £1,000 in savings a year from over 3,000 major retailers
- **Interest Free Loans:** We offer employees up to £5,000 in interest free loans for season ticket or bicycle purchases
- **Childcare Vouchers:** All employees are eligible for tax free childcare vouchers as part of a salary sacrifice scheme
- **Healthcare:** A low cost plan that gives you money back towards the cost of your optical bills, dental costs and consultations

Equality and diversity

Mathematics Mastery is committed to a policy of equal opportunity for all staff. We encourage a diverse workforce and aim to provide a working environment where all staff, at all levels, are valued and respected. Discrimination, bullying, promotion of negative stereotyping and harassment are not tolerated.

To that end, we will not discriminate on grounds of gender, gender identity, race, disability, sexual orientation, religion or belief, age, marriage and civil partnerships, pregnancy and maternity, caring responsibilities, part-time working, or any other factor irrelevant to a person's work.

Mathematics Mastery's HR procedures (for example, for recruitment and selection, staff appraisals and career progression) are based on an assessment of an individual's ability and their suitability for the work. We are committed to providing all staff with opportunities to maximise their skills and achieve their potential, offering flexible working arrangements wherever possible.

Safe recruitment procedure

We are committed to safeguarding and promoting the welfare of children and young people. In order to meet this responsibility, we follow a rigorous selection process to discourage and screen out unsuitable applicants. This process is outlined below, but can be provided in more detail if requested.

Disclosure

We require all employees to undertake an enhanced DBS check. You are required, before appointment, to disclose any unspent conviction, cautions, reprimands or warnings under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975. Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar you from employment; this will depend upon the nature of the offence(s) and when they occurred.

Shortlisting and Interview Process

- A limited number of candidates who meet the specification criteria will be invited to take part in an in-depth interview (some roles will be subject to a two-part interview process).
- Candidates will be asked to address any discrepancies, anomalies or gaps in their application form.

Reference checking

References from the previous and current employer will be taken up for shortlisted candidates, and where necessary employers may be contacted to gather further information.

Probation

All new staff will be subject to a probation period of six months (which may, in certain circumstances, be extended by up to 10 weeks). The probation period is a trial period, to enable the assessment of an employee's suitability for the job for which they have been employed. It provides us with the opportunity to monitor and review the performance of new staff in relation to various areas, but also in terms of their commitment to safeguarding and relationships with young people.