



Communications and Engagement Manager RECRUITMENT PACK

**COMMITTED TO PROVIDING
QUALITY EDUCATION IN THE
FOREST OF DEAN**



**Forest of
Dean Trust**

Introduction



Dear candidate,

Thank you for your interest in joining the Forest of Dean Trust.

As a Trust, we are proud to serve our communities through three successful schools that share a commitment to providing exceptional opportunities for every child. While each school has its own unique identity, we are united by a common belief that collaboration, support and ambition help us achieve more together.

As we look ahead, the Communications and Engagement Manager role is one of the most important appointments we will make. Education has never been more competitive or connected, and how we communicate our values, successes and vision is vital to our future. We want more families to understand what makes our schools special, more talented professionals to see the opportunities we can offer, and more people across the Forest of Dean to engage with the work we do every day.

This role is about far more than marketing. It is about helping us tell our story, strengthening relationships with our communities and ensuring that the positive impact of our schools is seen, understood and celebrated. The successful candidate will play a key role in supporting pupil recruitment, staff recruitment, community engagement and the continued growth of the Trust. Whilst the post is initially for one year, we will evaluate the impact in April and if successful, we will look to extend the role.

We are seeking someone who shares our passion for education and our belief that strong communication can make a real difference. In return, you will join a Trust that values its people, invests in professional development and encourages individuals to make a meaningful contribution.

This is an opportunity to shape the future of the Forest of Dean Trust. The person appointed will play an important role in helping us strengthen our reputation, deepen our community connections and ensure our schools continue to thrive for years to come.

Yours Sincerely,

Steve Brady
CEO, The Forest of Dean Trust



About the Trust



Who are we?

The Forest of Dean Trust is built on collaboration, challenge and support. We are passionate about achieving the best possible outcomes for the students and communities we serve.

We are three schools situated in the Forest of Dean, Gloucestershire. Our Schools include Dene Magna (a secondary and sixth form), Drybrook Primary and Forest View Primary schools. All our schools have been graded Good or Outstanding by OfSTED in their most recent inspections.

We are ambitious and want our trust to continue to grow, but we are mindful that this growth should be done at the right pace and for the right reasons.





Job Details

Communications and Engagement Manager

Salary: Salary band 15 of £30,024, 0.87 FTE equating to a salary of £26,121 per annum

Contract: Term time only, fixed term contract to 31st August 2027

Reporting to: CEO

Hours/Working Pattern: 37 hours per week, 39 weeks per year

A strategic Trust role that strengthens communication, recruitment, community engagement and organisational reputation while supporting schools to tell their unique stories more effectively.

YEAR ONE AIMS

To lead the development and delivery of marketing (both B2C and B2B), communications, brand management and stakeholder engagement activities across the Forest of Dean Trust and its schools. The role will support pupil recruitment, staff recruitment, community engagement, employer branding and Trust reputation through strategic marketing, content creation, digital communications and data-driven campaigns. Working closely with Trust leaders and school staff, the postholder will ensure a consistent and compelling brand presence that reflects the Trust's values and strategic objectives. As the role requires regular engagement with school communities, the successful candidate must be able to travel to and work within Trust schools on a regular basis.

KEY RESPONSIBILITIES

Strategy, Brand & Communications

- Create annual marketing plans supporting pupil recruitment, staff recruitment, retention, stakeholder engagement and Trust growth.
- Develop and deliver a Trust-wide marketing and communications strategy aligned to organisational priorities.
- Work alongside the CEO to produce clear campaigns to support wider engagement with our schools and support the community with key messages.
- Develop easy-to-use Brand Guidelines for Trust and its schools.
- Manage and strengthen the FODT brand across all schools, ensuring consistency across websites, publications, social media, events and communications.
- Support individual schools in developing marketing materials aligned to the wider Trust identity (including prospectuses, admissions materials, newsletters, and digital resources).
- Lead internal communications activity, ensuring staff are informed, engaged and connected to Trust priorities and achievements.
- Draft press releases alongside school leaders and manage relationships with local media.
- Ensure all marketing and technology use complies with safeguarding, GDPR and Trust policies.



Job Details

Digital Marketing, Content & Recruitment

- Develop and manage digital content and communications calendars, monitoring performance. Plan and deliver pupil recruitment campaigns, including admissions marketing, prospectuses, open day promotion.
- Develop and implement employer branding campaigns, positioning the Trust as an employer of choice within the education sector, to attract high-quality teaching and support staff.
- Lead social media marketing across relevant platforms including LinkedIn, Facebook, Instagram and TikTok, creating audience-specific content that engages parents, prospective families, employees, community stakeholders and partners. Work with school leaders to ensure regular flow of content and provide guidance for staff.
- Manage email marketing activity, including stakeholder newsletters, event promotion and parent engagement campaigns.
- Oversee website content and digital marketing activity (including digital advertising, where appropriate), applying SEO best practice and monitoring performance through analytics and reporting tools.
- Create high-quality, engaging content including:
 - Photography
 - Video
 - Case studies
 - Parent testimonials
 - Student success stories
 - Staff profiles/stories
 - News articles
 - Campaign materials
- Develop and coordinate open day and event marketing strategies, supporting schools to maximise attendance, engagement and admissions outcomes.

Partnerships, Engagement & Insight

- Monitor campaign performance, audience engagement and recruitment metrics, using data and insights to continuously improve campaign effectiveness. Monitor enquiry, application and enrolment data to evaluate marketing effectiveness.
- Conduct stakeholder surveys, gather feedback and analyse results to provide insight and inform future marketing activity.
- Produce regular performance reports demonstrating marketing impact and return on investment. Explore and implement innovative marketing technologies, including AI tools, to improve efficiency, content development and audience engagement while ensuring compliance with safeguarding and GDPR requirements.



Skills and Experience

	Skills, experience and knowledge
Essentials	• Degree, professional qualification or equivalent experience in Marketing, Communications, Business, Digital Marketing or a related discipline. • Experience developing and delivering marketing campaigns. • Experience creating engaging content across a variety of formats. • Experience managing websites, digital platforms and communication channels. • Experience analysing marketing performance data and producing reports. • Experience working with multiple stakeholders and balancing competing priorities. • Experience planning and managing projects from concept to delivery. • Full UK driving licence and access to transport to travel between Trust schools. • Committed to the values and vision of The Forest of Dean Trust. • Excellent written and verbal communication. • Strong stakeholder management skills. • Creative content development including photography and video creation. • Excellent organisational and project management skills. • Analytical and data-driven decision making. • Ability to work independently and proactively but to keep a wider audience informed of progress. • Strong attention to detail. • Ability to think differently about how schools can promote the value of learning and education to the wider community. Understanding of safeguarding, confidentiality and GDPR requirements.
Desirables	• Experience working within education, public sector or not-for-profit organisations. • Experience delivering community engagement projects. • Experience managing paid advertising campaigns. • Experience developing employer branding initiatives.



Benefits

We believe that to provide the best teaching and learning experience to our students we should invest in our staff, and insure they are supported in delivering great experiences, that will shape our students growth.

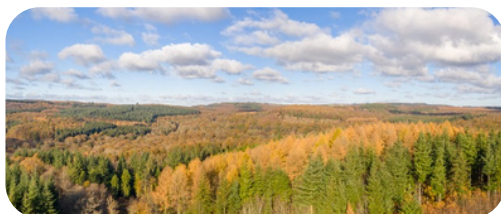
Supported by the Trust, we offer a range of benefits to enhance our work environment and support the professional and personal growth of all staff, including work-life balance.

Pension Scheme

At the trust, we value your future. That's why we offer membership to the Local Government Pension Scheme (LGPS) to all staff. The LGPS is one of the UK's largest and most generous public sector pension schemes, providing you with a secure and reliable income in retirement, employer contributions, and a range of valuable benefits for you and your family.

Other staff benefits

- Competitive, benchmarked salary
- At least 6 INSET days a year
- Supported professional development pathways for all staff
- Family-friendly policies
- Flexible working for appropriate roles
- Membership to industry benefit scheme - Blue Lights, offering discount
- Membership to our Employee Assistance Programme, Perkbox
- Free access to the Gym out of hours at Dene Magna School
- Qualified Level 5 or 7 coaching for employees



Are you interested?



Application

To apply for this position, please complete an application form which can be found at <https://www.fodt.co.uk/page/?title=Vacancies&pid=7>

Please send this application form to vacancies@fodt.co.uk along with a covering letter.

Applications must be received no later than 9:00am on Friday 14th August 2026. Applications received after this date will not be considered. The start date for this position will be September 2026 (upon satisfactory completion of pre employment checks).

If you have any questions about the role, or recruitment process please contact us on HR@fodt.co.uk.

Interview Process

Interviews will be held week commencing 31st August 2026. Shortlisted candidates will be invited by email to attend an interview.

References may be taken up after shortlisting. Please indicate on your application form if you are happy for us to do so. As part of your interview, you may be asked to undertake a practical test related to the knowledge and abilities in the person specification - this will be confirmed when we send you an interview schedule nearer the date, along with any prior preparation you can complete.

Safeguarding

Forest of Dean Trust and its Schools are committed to safeguarding and promoting the welfare of children and young people and would expect all staff to share this commitment. The school believes in equal opportunities and encourages all staff and children to be treated similarly, unhampered by artificial barriers or prejudices or preferences.

As a Trust we are committed to safety awareness and we undertake the following procedures:

- We have DSL's trained to an enhanced level.
- All staff will require an enhanced DBS check, section 128 check and the prohibition register will be checked. We also have staff trained in Safer recruitment.
- Our Child Protection Policy can be found on our website under Policies.

The Forest of Dean Trust
C/o Dean Magna School
Abenhall Road
Mitcheldean
Gloucestershire
GL17 0DU

www.fodt.co.uk

HR@fodt.co.uk



About Dene Magna School

Dene Magna is a Secondary and Sixth form school based across two sites in Micheldean and Cinderford. We have around 1,200 students in KS3, 4 and 5.

We work with our community and know that raising aspirations and supporting the pursuit of dreams is not straightforward. We listen, challenge and support and we know that everybody experiences a different journey. There is a genuine partnership between students, staff and parents/carers to support the pursuit of our vision. We have a relentless focus on excellent teaching and learning and, alongside our house system and a healthy dose of fun, we know that our community continues to thrive.

Our school is founded upon the collective pursuit of our leading aim and our students know what that leading aim is. We know that life throws us many challenges and we aim to work in partnership so that we can learn about what lies ahead and prepare ourselves for our role in not just modern Britain, but the world. Progress is rarely linear, in life and school, and we are passionate that our broad and balanced curriculum complements our pastoral care and pedagogy.

*Each and Every Learner Shall
Achieve their Maximum Potential & Enjoy the Process*

Dene Magna is built upon excellent relationships, honest conversations and unwavering support to get the best out of each other. Staff work together to improve their teaching, students are actively involved in leadership across the school and parents are listened to and supported in our shared journey.

The modern world is a complex place and we seek to equip our students with the skills to thrive and to make a difference. We acknowledge that teenage years are a minefield to navigate and we support parents/carers in their journey, but we relish the opportunity we have been given to influence the lives of young people in the Forest of Dean.

If you visit Dene Magna you will see that there is a simple, common-sense approach to working with young people that is founded on giving and getting respect. Our staff love their jobs and we work hard to instil that love of our school into our students and the wider community. We are very serious about our role within the community and we are an active presence within it.



HeadTeacher - Mr Mooney

Dene Magna
Abenhall Road
Micheldean
Gloucestershire
GL17 0DU

01594 542370

vacancies@denemagna.gloucs.sch.uk

www.denemagna.co.uk



About Drybrook School

Dream Big, Achieve Together is at the heart of all we strive to do at Drybrook and we believe it makes the school a special place to study in, work at and be a part of. The school became part of the Forest of Dean Trust in April 2020.

At Drybrook we believe that it is important to value each individual within the school community and to celebrate all of their achievements. We value the gift of learning and recognise that we all have the right to succeed. We have high expectations of ourselves and others and recognise the importance of working in partnership with our community and parents/carers.

Dream Big, Achieve Together

At Drybrook we embrace our location in the Forest of Dean but also challenge our children to thrive in modern Britain where they can create change. We believe that we equip pupils for life in modern Britain and for an ever-changing world. We also believe that we will help maintain loyalty to this wonderful part of the world and an ability to use the heritage and culture from the Forest of Dean in whatever pupils go on to do.

Even though we know that working with children is the best job in the world, we completely understand the toll it can take on us. As a trust, we value looking after our teams and we provide innovative ways to show our appreciation.

We believe it is only right that we balance the challenges that we set, with an understanding that getting the best out of someone means valuing them and nurturing them. Yes, we are on a rapid school improvement journey, but we know that a passionate, supported and well-directed team will go on to achieve great things.



HeadTeacher - Mr Henesey

Drybrook School
Drybrook Road
Drybrook
Gloucestershire
GL17 9JF

01594 542448

vacancies@drybrookschool.co.uk

www.drybrookschool.co.uk



About Forest View School

At Forest View we put children first. We believe that it is important to value each individual within the school community and to celebrate their achievements. We have high expectations of ourselves and others. We value the gift of learning and recognise that we all have the right to succeed.

We value the role of the school within the community and work in partnership with parents/carers and the wider community to ensure that children are able to:

- enjoy school and want to learn;
- become independent learners;
- attain the highest academic standards;
- develop skills and knowledge needed to develop individual talents, be they creative, scientific, technological, spiritual, sporting or social;
- understand their own feelings and begin to make life decisions that reflect their increasing confidence;
- understand how to lead a safe and healthy life both in mind and body; and
- understand that everyone has equal rights to access opportunities.

Overall we want to improve the academic outcomes of children within the community of Cinderford so that they may contribute to the improvement of their area in the future. The school does this by offering a range of Adaptive Teaching techniques and Growth Mindset practices which help the school to provide an equitable learning experience for all children that enables everyone to be successful.

Forest View's curriculum has been built around the school's local community and meets the requirements of the national curriculum. Whole school topics provide children with purposeful learning activities which are designed to excite and engage children in their learning. The school upholds the British Values of democracy, the rule of law, individual liberty, mutual respect and tolerance of those from different beliefs and faiths through all that it does and teaches children to respect each other.

The school also promotes and awards our own core values which are: **kindness and resilience**. From our core values we also promote and celebrate the values of **honesty, tolerance, cooperation, invention and courage**. By recognising these important values the school wants every child to leave us fully prepared for their next stage in education and to have the skills to tackle any problem that they may face through life.

*Kindness, resilience, honesty, tolerance, cooperation, invention
and courage*



HeadTeacher - Mr Lyons

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