



Job Advert

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| Post Title: | Marketing & Communications Officer Maternity Cover for 1 Year in the first instance with potential permanent extension subject to development and budget plans |
| Reporting to: | Vice Principal |
| Location: | CAPA College, Wakefield |
| Start Date: | As soon as possible. |
| Hours: | 18.5 hours per week for term-time plus 5 days (39 weeks). Some flexibility on hours is expected with some limited evening/weekend work. |
| Grade: | SCP 28 £31,371 FTE (2019 NJC Scale) Actual salary £13,717 p.a. taking into account the hours outlined above. |

CAPA College (Creative and Performing Arts College) is Yorkshire's newest and most exciting post-16 education institution. Since opening its door as Wakefield's first DfE-funded Free School in September 2018 within Enhance Academy Trust, CAPA College has already established itself as one of the leading Arts education providers in the North of England; and this is your opportunity to join our award-winning team.

Based in the heart of Wakefield, CAPA College delivers the highest quality training, education and pastoral guidance to support talented students, aged 16-19, who are serious about pursuing a career in the Arts. CAPA College aims to inspire, train and educate the next generation of performers, creatives, designers and technicians and attracts students from across Yorkshire and beyond. Students are enrolled on four distinct pathways: Performing Arts, Dance, Drama and Production Arts.

CAPA College provides students with intensive full-time practical training alongside the rigour of academic Arts study. This combination of Outstanding Arts training and academic excellence ensures that students develop the skills, training experience, knowledge, understanding and qualifications they need to progress to the top universities, leading national and internal Arts conservatoires and professional Arts-based employment.

CAPA College's professional approach and ethos continues to be maintained throughout all aspects of its provision. Alongside an outstanding curriculum and excellent teaching, students gain extensive experience performing through the UK and working alongside professional artists, companies and theatre venues.



CAPA College is led by a team of extraordinary teachers, performers, creatives, designers and industry professionals. The core leadership team have an impressive 12-year legacy which includes consistent 'Outstanding' judgements from Ofsted, impeccable exam results and a regional and national reputation for excellence.

This is a very exciting time as CAPA College prepares to implement the next stage of its development. CAPA College is currently renting temporary accommodation but will move to its new, permanent home on Mulberry Way (opposite Wakefield Westgate train station) in Summer 2020. This purpose-built, multi million pound facility will enable CAPA College to expand its cohort from 105 students to 250 students per year group as well as offering more performance and learning opportunities, new course pathways, increased staffing, exceptional resources and better outreach with the local community.

Are you excited by the opportunity to be a part of CAPA College as it becomes a flagship for Arts Education in the North? Do you have the commitment, creativity and initiative to further develop a successful Marketing and Communications Strategy whilst our current Marketing and Communications Office is on maternity leave? Then we would love to hear from you.

We are looking for candidates who can:

- Continue to develop and implement a cohesive CAPA College marketing, public relations, press, media and communications strategy to raise the CAPA College profile and market CAPA College events and activities.
- Ensure consistency of brand message in content and in CAPA College's visual and PR image.
- Market and organise events, such as Open Days and exhibitions.
- Promote active partnerships with the press, media, agencies and business that develops the CAPA College profile.

Successful candidates will:

- Have experience of working in a similar marketing and communications role in a fast-moving environment.
- Be a highly creative and motivated individual.
- Have knowledge and experience of social media and digital communications.
- Have experience of working with external agencies and partners including the press and media.

In return we will offer you:

- An opportunity to make your mark in an outstanding brand new college that is a flagship for arts education in the North of England.
- A professional and supportive team.



- A fast-paced, exciting and highly creative work environment.

Please contact info@capacollege.co.uk if you require any further information.

Application packs can be downloaded from the CAPA College website:

www.capacollege.co.uk

Application forms can be:

- Completed on-line via the TES Jobs portal
- Downloaded for completion and sent with a covering letter by e-mail to info@capacollege.co.uk
- Posted to CAPA College, c/o Enhance Academy Trust, Church House, 1 South Parade, Wakefield WF1 1LP

CLOSING DATE: Midnight – Sunday 28th April 2019

INTERVIEWS: Friday 10th May

Enhance Academy Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants will be subject to an enhanced DBS disclosure and pre-employment and safeguarding checks.