



MarCommEd

Development
Programme

MASTERING THE NARRATIVE:

Strategic Marketing & Communications
for Multi-Academy Trusts

Enroll on our

10 month Programme

Who is it for?

This program is a launchpad to success. If you're a current or aspiring manager, eager to develop your strategic vision, operational expertise, and communication mastery, then this course is for you. Learn from industry experts, network with peers, and gain the confidence to lead your multi-academy trust to new heights.

This course is your comprehensive guide to mastering marketing and communications in a multi-academy trust environment. Enrol today and gain the skills and strategies to elevate your MAT's voice, engage stakeholders, and achieve your goals.



This program aligns seamlessly with the established professional standards for Marketing & Communications as outlined by the Institute of School Business Leadership. To explore the comprehensive standards and ensure your expertise meets industry benchmarks, [scan the QR code to view the ISBL Marketing Standards](#). Elevate your skills and knowledge in Marketing & Communications with our meticulously crafted program designed to meet and exceed these industry standards.

SCAN THE
QR CODE



Content

1. Strategic Planning:

- Craft a winning strategy aligning aims & objectives with your MAT's unique value proposition.
- Identify your ideal audiences (parents, teachers, communities) through detailed persona development.
- Master the editorial calendar - plan, manage, and publish consistent, impactful content.

2. Brand Management:

- Develop a distinctive tone-of-voice that resonates with your MAT's identity.
- Create and implement a practical style & asset guide for consistent branding across schools.
- Discover the power of Canva for Education - templates, collaboration, and effortless design.

3. Operations & Policies:

- Build a streamlined infrastructure for efficient marketing, even on budget constraints.
- Implement effective workflows for seamless team adoption and collaboration.
- Design comprehensive MAT & school-level policies for clear communication and consistency.

4. Stakeholder Engagement:

- Earn the trust and value of MAT & school senior leadership through strategic communication.
- Empower and manage your in-house team for peak performance.
- Leverage agencies and freelancers effectively for targeted support and

5. Internal Communications:

- Broadcast information clearly and efficiently across the MAT.
- Utilise internal messaging platforms to foster trust and dialogue.
- Motivate staff engagement beyond email - inspire action and participation.
- Develop informative surveys and forms that gather valuable data without frustration.

6. External Communications:

- Master the art of successful parental engagement - identify metrics and foster connection.
- Boost your MAT's public profile through strategic public relations campaigns.
- Navigate crisis situations calmly with a pre-planned toolkit and communication strategies.

7. Digital Marketing:

- Conduct a comprehensive audit of your website and digital channels for maximum impact.
- Leverage Google Ads for targeted reach and understand its key considerations.
- Optimise communication apps for relevant and impactful messaging across schools.

8. Social Media:

- Select the right social platforms for your audience and objectives.
- Establish secure and efficient social media accounts with clear usage guidelines.
- Harness the power of paid social media advertising for targeted outreach and engagement.

9. Reporting & Analytics:

- Identify and track the key performance indicators (KPIs) crucial to your success.
- Implement meaningful benchmarking to foster healthy competition and shared goals.
- Utilise Google Analytics and Looker Studio for clear and insightful website visitor reports.

10. Artificial Intelligence:

- Explore the top AI platforms and their potential for education marketing and communication.
- Craft effective AI prompts to generate on-brand content that aligns with your strategy.
- Develop responsible AI policies that promote ethical and secure usage within your MAT.



Outcomes



1. Seamless Scaling:

Growing your MAT? Welcome new schools without diluting your identity! Learn how to replicate successful marketing and communication assets, reaching wider audiences while maximising resource efficiency. No more reinventing the wheel when you can scale smart.



2. Future-proof Sustainability:

Team turnover shouldn't derail your progress. Discover key performance metrics to track success, empower your team with responsibility and accountability, and build sustainable practices that stand the test of time.



3. Effortless Quality & Efficiency:

Multi-site consistency can be a challenge. Master the art of maintaining brand identity across your trust. Learn how pre-built templates streamline processes, guaranteeing quality standards while freeing up time for creative innovation and quality assurance.



4. Powerful Community Support:

This program is more than just skills development. Join a vibrant network of fellow education marketing and communications professionals. Build lasting connections for ongoing peer-to-peer support, collaboration, and knowledge sharing. Be part of a community that elevates your MAT to new heights.



Testimonials



— **Zack Grimes**, Trust Director of Communications and Development at Laurus Trust

"I am absolutely thrilled to join this group of marketing and communications professionals in education. Schools and multi-academy trusts operating in this dramatic landscape of politics, funding, and change means our role is more vital than ever. Together, we can foster innovation, share insights, and work towards creating educational environments that inspire and nurture the leaders of tomorrow. Like many of my colleagues in the sector, I'm eager to contribute to this community and look forward to learning from and collaborating with fellow members. Together, we will enhance the future of education."



Eduprise has been instrumental in implementing a marketing infrastructure and strategy which has allowed us to deliver excellent communications across our trust. They have also helped train our staff allowing us to continue to deliver our marketing strategy independently.



Helen Taylor,
Head of Digital, NEAT Academy Trust

Frequently Asked Questions

1. What does the program cost?

The investment is **£1,120 + VAT**, payable before the start date to secure your spot. We offer flexible options for staged payments under special circumstances.

2. What makes this course different?

- **Tailored to Education:** Unlike one-day workshops or generic courses, ours spans 10 months and is specifically designed for the unique needs of education marketing & communications professionals.
- **Go Beyond Theory:** We focus on practical application, providing tools, resources, and ongoing support to implement effective strategies and operational procedures.
- **Active Support:** Our dedicated course leaders offer personalised coaching and guidance throughout your journey.
- **Education-Focused Community:** Connect and collaborate with fellow participants in an exclusive, supportive environment.

3. Time Commitment:

September to July:

- ½ day online group training session **(monthly)**.
- Optional ½ day online group working session **(monthly)**.
- 1-hour coaching session **(per full term)**.

4. Will there be homework?

We believe all tasks can be completed within allocated time. The program provides templates for ongoing documentation and planning to be used in your daily work. You'll be expected to share evidence of your work for assessment and understanding.

5. Can we swap participants?

Due to the linked nature of the program, swapping participants may hinder their understanding and application of the material. We encourage collaboration through group sessions, but each participant needs to complete the full program for optimal benefit.

6. Can multiple staff join?

Absolutely! We welcome multiple participants from your trust to join and collaborate throughout the program.

7. Which trusts are involved?

The program is limited to 20 participants, each working on their own project with opportunities for collaborative learning and networking during group sessions.

Ready to elevate your marketing & communications game? **Enrol today!**

SCAN THE QR CODE
TO REGISTER YOUR INTEREST

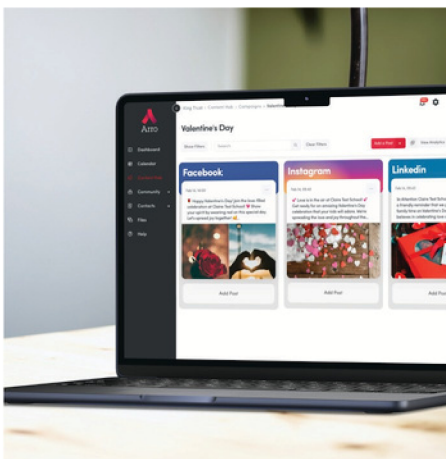


BOOK BEFORE THE 1ST JUNE AND SAVE



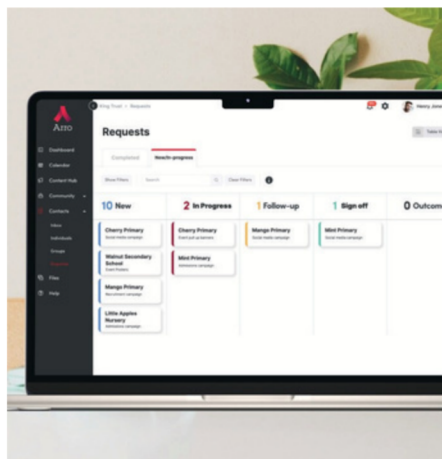
Gain one year's access to **Arro**,

the comprehensive marketing and communications virtual assistant designed specifically for schools and trusts. Thanks to our exclusive partnership, you'll have the opportunity to utilise this amazing online platform as a key resource throughout your development programme.



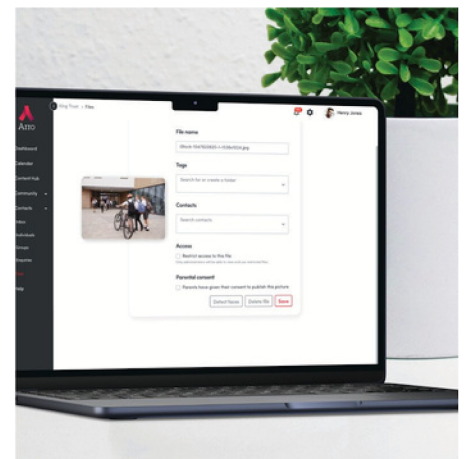
Plan events & schedule campaigns

Effortlessly plan and publish event content on multiple social channels from the Arro dashboard, ensuring a consistently active and engaging brand presence.



Manage projects and deliverables

Efficiently manage work requests with Arro's intuitive interface. Collaborate seamlessly with clients, ensuring organised tasks in one central location.



Verify marketing & image consent

Prioritise privacy with Arro's facial recognition. Safeguard children's photos by easily managing consent and permissions for image usage on the platform.

MarCommEd in association with  eduprise and friends.