



Creative & Community Trustee (Voluntary)

Purpose of the Role

To provide strategic leadership, assurance and across brand, marketing, communications, community engagement, and pupil recruitment so that The Thinking Schools Academy Trust strengthens its reputation, grows sustainably, builds meaningful connections with communities, and communicates effectively with pupils, families, staff, and stakeholders.

This is a voluntary post.

Location: Kent/Portsmouth/Devon

FACTOR	ESSENTIAL	DESIRABLE
Knowledge and Skills	<ul style="list-style-type: none"> Expert understanding of organisation/sector wide marketing, communications, and engagement within publicly visible organisations. Skilled at advising senior leaders on narrative, reputation, and brand positioning. Strong grasp of detailed, insight driven behaviour change communications and impact evaluation. Ability to understand and influence integrated communication strategies across brand, digital, internal communications, campaigns, and external relations. Clear understanding of value for money principles and the prudent use of resources. 	<ul style="list-style-type: none"> Understanding of brand building and audience segmentation in high scrutiny environments. Knowledge of communication challenges specific to public sector, education, or multi-site organisations. Ability to translate complex communications considerations for non-specialists.
Experience	<ul style="list-style-type: none"> At least three years' senior leadership experience in marketing, communications, engagement, or brand management. Demonstrable expertise in digital strategy, external relations, campaigns, and stakeholder engagement. Experience leading integrated communications delivery across internal, external, digital, brand, and campaign activity, including major programmes or change initiatives. 	<ul style="list-style-type: none"> Degree or professional qualification in marketing, communications, public relations or similar, and/or membership of CIPR, PRCA, CIM, IoC or equivalent. Experience leading high profile national or public facing campaigns (brand, reputation, PR). Proven track record of brand oversight in contexts where credibility and public perception are critical. Proven experience as a trusted adviser to executives or boards.
Behaviours	<ul style="list-style-type: none"> Alignment with TSAT's values and commitment to transforming life chances. High integrity, objectivity, and evidence informed thinking. Collegiate, solution focused, and able to balance support with rigorous challenge. Passion for authentic community engagement and inclusive communication. Reliable, prepared, and able to dedicate time to meetings, reading, and follow up actions, 	<ul style="list-style-type: none"> Reflective and growth -minded, a commitment to professional learning.
Qualifications	<ul style="list-style-type: none"> Degree level education or equivalent professional expertise relevant to the role. 	<ul style="list-style-type: none"> Postgraduate or specialist qualifications in marketing, communications, public relations, digital strategy, or leadership. Governance training (or willingness to complete as part of induction).



Key Responsibilities

Brand, Marketing & Reputation Strategy

- Support, scrutinise, and strengthen the Trust wide brand and marketing strategy, ensuring alignment to TSAT's vision and values.
- Quality assurance of brand consistency, reputation management, and narrative development across all academies.
- Support TSAT's external presence reflecting excellence, inclusion, and innovation.

Communications Leadership & Oversight

- Support and challenge the Trust's approach to integrated marketing and communications across:
 - external relations
 - digital presence (web, social, campaigns)
 - internal communications
 - crisis and reputation management
 - media and public relations
- Assure that communications are insight driven, evidence based, and responsive to audience needs.

Pupil Recruitment & Community Engagement

- Provide high level support and challenge on pupil recruitment strategies, ensuring they are ethical, effective, and aligned with Trust values.
- Provide high level support and challenge on community engagement approaches that foster trust, visibility, and meaningful partnership with families, local groups, and stakeholders.
- Support initiatives to strengthen TSAT's reputation and presence within local communities.

Internal Communications & Staff Engagement

- Quality assures internal communications that promote a positive, unified culture across TSAT.
- Champion effective communication that supports staff wellbeing, clarity, connection, and organisational identity.

Data, Insight & Impact

- Review and interrogate communication and engagement data, raising strategic challenge about impact, audience reach, and value for money.
- Ensure evaluation is systematic and informs continuous improvement.
- Support with the identification and challenge of risks related to reputation, communication gaps, or community perception, ensuring mitigations are planned.

Governance, Compliance & Stakeholders

- Serve on the Audit and Risk committee and collaborate with the Chair, CEO, Marketing & Communications lead, and other senior staff.
- Ensure compliance with legal, regulatory, and charity governance requirements related to communications and public representation.
- Communicate insights and recommendations clearly to fellow Trustees.

Growth, Change & Strategic Influence

- Provide due diligence on communications, brand readiness, and community context for prospective schools joining TSAT.
- Encourage strong external partnerships and the sharing of communication best practice across the Trust.

Time Commitment

- Board meetings: 5 per year.
- Board committee: 3 per year
- Preparation: Reviewing reports, marketing performance data, and engagement insights.
- Ad hoc: School visits, events, stakeholder engagement, strategy days, and training.



Term of Appointment

- Up to 4 years, renewable subject to contribution and Board approval.
- Status: Voluntary (reasonable expenses reimbursed).

Reporting & Relationships

- Accountable to: TSAT Board/Members

Eligibility & Conduct

- Must meet legal eligibility requirements for charity trustees and company directors.
- Adhere to all Trust policies including TSAT's Code of Conduct, conflicts policies, and safeguarding expectations (including DBS).
- Maintain confidentiality and model ethical leadership.

Induction, Training & Support

- Structured induction including TSAT strategy, brand frameworks, digital platforms, safeguarding, and governance.
- Access to ongoing CPD in marketing, communications, reputation management, and governance.
- Support from Governance and central Communications Teams.