

**Controlled Schools’ Support Council**

Head of Marketing, Research and Communications

Application Pack

**Controlled Schools’ Support Council (CSSC)**

Appointment of Head of Marketing, Research and Communications

Application pack – section1

**The organisation - introduction**

After a lengthy review of Education Administration in Northern Ireland the Education Act (NI) 2014, which became law in December 2014, provided for the establishment of the Education Authority to replace the five Education and Library Boards (ELBs) and their Staff Commission with effect from 1 April 2015. The Education Act (NI) 2014 also includes a provision conferring power on the Department to pay grants to anybody recognised by the Department as representing the interests of controlled schools. The Minister and the NI Executive agreed to establish and fund a support body for schools in the controlled sector.

Whilst this centralisation of education administration replaced the five Education and Library Boards, the other Education Sectors continue to maintain their support bodies. It was therefore timely that the controlled sector should also receive such support. Since there was no specific support for the controlled sector in over 30 years there are obvious legacy issues which needed to be addressed especially in the areas of ethos, representation and advocacy.

These legislative changes offered an exciting and challenging opportunity to create a new body which has the potential to play a key role in the further development of the largest sector within the education service in Northern Ireland.

CSSC was set up in September 2016. It seeks to enhance the quality of educational provision within the controlled sector, while working in constructive partnership with the Education Authority, other sectoral bodies and the Department of Education.

CSSC is a non-statutory body, currently classified as a third level organisation, providing services in supporting and representing the controlled schools sector. In fulfilling this role it will employ staff, procure goods and services and perform contractual functions. It is funded by the Department of Education, but may receive funding for specific projects from other sources.

The CSSC is a company limited by guarantee and intends to seek charitable status.

Currently 95% of controlled schools are members of CSSC.

The CSSC headquarters is at Stranmillis University College, Stranmillis Road, Belfast.

**The organisation – key functions**

The CSSC seeks to support the interests of schools in the controlled sector through activities which focus on a number of key areas as outlined below. The summary of activities in each area is illustrative and not exclusive.

**Advocacy**

* Fulfilling a representational and advocacy role for the controlled sector;
* Responding to consultation exercises from government, the Education Authority and other relevant agencies.
* Promoting best practice in the controlled sector.
* Acting as point of contact for interested parties and providing comment to the media on issues affecting the controlled sector.
* Providing advice and support to controlled schools in responding to consultation on education policies, initiatives and schemes.

**Ethos**

* Working with controlled schools, collectively and individually, to develop, promote and maintain the ethos of the sector.
* Providing leadership support in relation to issues of ethos.
* Providing support to staff and governors on Religious Education (RE), ethos and moral/ethical issues.

**Governance**

* Identifying and nominating persons as potential school governors taking account of the nature and character of the school.
* Responding to the Education Authority on proposed appointments to Boards of Governors of controlled schools.
* Encouraging appropriate nominees to apply for governorship.
* Supporting and training governors in relation to ethos, RE, collective worship and assemblies.
* Providing advice to the Education Authority in the development of draft schemes of management for controlled schools.
* Providing advice to schools on schemes of management.
* Supporting governors in the appointment of senior staff by assisting in the training of assessors from an assessor pool.

**Raising Standards**

* Working with the Education Authority to support schools in raising standards of school achievement.

**Estate organisation, utilisation and planning**

* Participating in the planning of the schools’ estate.
* Supporting the EA in the development of area plans for the controlled schools’ estate in accordance with the vision, ethos and values of the sector.
* Responding to consultations on development proposals for changes to school provision.

**External relationships**

* Providing press and media briefing on behalf of the controlled sector.
* Developing marketing and public relations on behalf of the controlled sector.
* Working and co-operating with the support bodies of other sectors in matters of mutual interest and shared education.
* Promoting the controlled sector.

**Business management**

* Acting as employer of staff.
* Managing Council business efficiently and effectively.
* Ensuring good governance is developed and maintained.

In fulfilling these functions the CSSC acts as a constructive and positive critical friend to controlled schools encouraging them to provide excellence for their pupils and communities.

**Controlled Schools’ Support Council (CSSC)**

Appointment of Head of Marketing, Research and Communications

*Application pack – section 2*

**The controlled sector**

The origins of the controlled sector began in the early 20th century, when schools managed mainly by the Protestant churches were transferred to the state. Together with schools provided directly by the state, they formed a non-denominational, church-related sector delivering free education for all children irrespective of background. From these beginnings of a historic faith context and a commitment to free public education, today's controlled schools provide for a more pluralist society through a diversity of schools with individual characteristics, but with core values and principles.

In many ways controlled schools are unique. The Education and Libraries (NI) Order 1986 defines a controlled school as ‘a grant aided school under the management of a board’ and the Education Act 2014 maintains this definition. In Schedule 4 of the 1986 Order, controlled schools have particular forms of governing bodies recognising their origins, history and the communities they serve. Article 21 of the 1986 Order defines that a seminal purpose of a controlled school is to deliver ‘un-denominational religious education’ and collective worship which forms a distinctive element of a controlled school’s ethos.

In 2018/19 there were 557 controlled schools in Northern Ireland, which was 49% of all nursery, primary, special and post-primary schools. 143,669 pupils attended these controlled schools, which represents 42% of all school enrolments in Northern Ireland. These figures demonstrate the scale and nature of the controlled sector, illustrating that it has the largest number and range of schools in Northern Ireland, with the greatest number of governors and a wide range of pupils.

|  |  |  |
| --- | --- | --- |
|  | **Controlled schools** | **Controlled pupils** |
| **Nursery** | 64 | 4111 |
| **Primary** | 388**[[1]](#footnote-1)** | 84048 |
| Non-grammar | 53 | 31253 |
| Grammar | 16 | 14015 |
| **Total post-primary** | 69 | 45268 |
| **Special** | 37 | 5598 |
| **Total schools** | **557** | **143669** |
| **Percentages** | 49.2%  of NI schools | 42%  of NI pupils |

The modern controlled sector is a large, diverse and inclusive education system which is:

• church related

• diverse in provision and governance

• inclusive in making provision for children and young people from all backgrounds

• aspirational in seeking to provide the best possible education.

The controlled schools in Northern Ireland are owned and managed by the Education Authority. The Education Authority has a unique dual role, on the one hand they were closely associated with the controlled sector through ownership of premises and management, and on the other hand they had a duty to all sectors in making educational provision and support. The tensions between these roles means that the Education Authority are unable to act as advocates for the controlled sector solely or to represent that sector exclusively.

It is the opinion of many within the controlled sector that a deficit of support and advocacy exists for their sector. The proposals for arrangements following the implementation of the Education Bill provide an opportunity to address these issues through the scope, staffing and structure of the Controlled Schools’ Support Council.

## Controlled Schools’ Support Council (CSSC)

Appointment of Head of Marketing, Research and Communication

Application pack – section 3

**THE ROLE OF THE HEAD OF MARKETING RESEARCH AND COMMUNICATION**

**Job Purpose:** As a key member of the Senior Management Team the Head of Marketing, Research and Communications will be responsible for ensuring the effective delivery of the advocacy role of the CSSC by leading the development and delivery of corporate communications, marketing and PR strategies and providing a sound research function.

**Responsible to:** The Chief Executive

**Main Duties and Responsibilities**

## General Duties

* To lead, manage and develop the Communications, Research and Marketing team delegating responsibilities and ensuring work is delivered to the highest standard.
* To play an active role in the Council’s strategic planning process.
* To manage and monitor the budget allocated to the Marketing, Research and Communication function demonstrating value for money at all times.
* To lead in the development of marketing and communications strategies.
* To attend and provide reports as required to the Board.
* To develop a research programme which underpins the policy formulation process and provides a basis for evidential decision making.

## Specific Duties

* To be responsible for developing, implementing and measuring the success of comprehensive communications and marketing strategies which meet the needs of stakeholders, the general public and the CSSC.
* To be responsible for developing an annual research programme which supports the work of the Council.
* To present research findings to the Board, potential funders and stakeholders.
* To oversee the research process to ensure it is rigorous and robust.
* To be responsible for developing, and delivering all CSSC communications materials including print and digital formats.
* To be responsible for the editorial direction, design, production, publication and distribution of all CSSC materials including newsletters, magazines, brochures, and professional support materials.
* To develop a brand for CSSC and coordinate the appearance of all print and electronic materials.
* To act as the organisation’s media spokesperson when required.
* To develop strong relationships with target media and journalists and deliver positive media coverage for the organisation through the creation of press releases etc.
* To maintain an in-house press office function to coordinate timely responses to media enquiries.
* To be responsible for media management and advice during a crisis or emergency and ensure that the relevant procedures are operated.
* To ensure media clippings/extracts are gathered and distributed as appropriate.
* To support colleagues in delivering their communication and marketing requirements.
* To manage and develop all aspects of the website and intranet including keeping the content up to date and appropriate.
* To develop and deliver an effective digital strategy for the organisation including the use of social media.
* To procure, when necessary, contracted services and manage complex contractual negotiations.
* To lead in the planning and management of organisational events.
* To manage the relationship with and the performance of service providers such as design agencies.

## Controlled Schools’ Support Council (CSSC)

Appointment of Head of Marketing, Research and Communications

Application pack – section 4

**PERSON SPECIFICATION**

## ESSENTIAL CRITERIA

Applicants must, at the closing date for applications, meet the following eligibility criteria:

* A relevant Bachelor’s Degree[[2]](#footnote-2) (UK Qualification and Credit Framework level 6 or equivalent).
* A minimum of 2 years’ experience of leading, managing and developing a marketing, research or communications function.
* Demonstrable experience of successfully managing a marketing, research, or communication project of at least £10,000 in value.

## DESIRABLE CRITERIA

In the event of a large number of applications meeting the above eligibility criteria the following criteria will be applied in the order listed below to shortlist applications:

## Priority One

Demonstrable experience of successfully dealing with media and communication issues.

## Priority Two

Demonstrate evidence of playing a key role in research based policy formulation for an organisation.

## Priority Three

Demonstrable experience of having played a key role in the development of the strategic direction of an organisation.

## Priority Four

Demonstrable experience of successfully developing and leading a team of staff.

## Priority Five

A relevant post-graduate qualification (UK Qualification and Credit Framework level 7 or equivalent) **OR** a relevant professional qualification[[3]](#footnote-3)

## Priority Six

Evidence of having held a senior level post in an organisation with a budget of at least £500,000.

## KNOWLEDGE, SKILLS AND ATTRIBUTES

The successful candidate should be able to demonstrate, through any or all of the selection processes, the following knowledge and understanding, skills and attributes:

## ESSENTIAL

* Demonstrable ability to contribute to the achievement of an organisation’s strategic objectives through the provision of effective and professional marketing, research or communications support.
* Experience of using modern communication technology, including social media to promote the work of an organisation.
* Demonstrably effective written and verbal communication skills.
* The ability to act as an effective and persuasive public spokesperson.
* The ability to build constructive and collaborative working relationships across a range of levels.
* Demonstrable people management skills.
* The ability to successfully prioritise and manage a busy work programme.
* A commitment to quality management and organisational improvement within a culture of client service.
* The ability to define key issues and balance priorities.
* The commitment and ability to promote and protect the vision, values, ethos and reputation of the Controlled Schools’ Support Council.

## DESIRABLE

* An understanding of the complexities of the Northern Ireland Education system, with particular reference to the needs of the controlled sector.

## OTHER

* Access to a form of transport that allows the post-holder to undertake the duties of the role.
* Ability to work flexible hours in accordance with the needs of the post. This may include occasional weekend work and overnight stays.

## Controlled Schools’ Support Council (CSSC)

Appointment of Head of Marketing, Research and Communications

*Application pack – section 5*

**TERMS AND CONDITIONS**

**Length of contract**

This role is offered on a permanent basis.

**Salary**

The salary for the post is NJC 46 – 49: £48,438 – £51,157.

If the successful candidate’s current basic salary is below the range minimum, then he/she will be offered the range minimum; or if the successful candidate’s basic salary is above the range minimum, then he/she will be offered next highest point on the scale, subject to the range maximum not being exceeded.

**Pension**

CSSC is a member of the NI Local Government Pension Scheme.

**Annual Leave**

The annual leave entitlement for the post is 27 days per annum increasing to 33 days after 5 years of continuous service. In addition there are 12 public holidays per year.

**Hours**

This is a full-time role. The normal hours of work are 36 per week however the post-holder will be required to work the necessary hours to successfully carry out the duties of the role.

Work will occasionally be required outside of standard working hours as related to the duties of the role.

**Location**

The CSSC headquarters is based in Stranmillis University College, Stranmillis Road, Belfast.

The post-holder may be required to travel across Northern Ireland to attend meetings and fulfil the full range of responsibilities. Travelling and subsistence expenses will be payable at agreed JNC rates. The post-holder will be required to attain the appropriate level of car insurance to enable them to drive for business purposes, if so required.

**Contract of employment**

A contract of employment containing full terms and conditions will be issued to the appointed candidate. Conditions of service will be based on NJC terms and conditions negotiated through the Joint Negotiating Committee (JNC).

Appointment is subject to the successful completion of pre-appointment checks including proof of eligibility to work in the UK, evidence of required qualifications, two satisfactory references and a satisfactory pre-employment medical check.

**Child protection**

This post is deemed as a ‘regulated position’ as defined under the Safeguarding Vulnerable Groups (NI) Order 2007 and if appointed the successful applicant will be required to undertake an Enhanced Disclosure of Criminal Background. CSSC will require an Enhanced Disclosure Certificate from Access NI.

Please note that the successful applicant will be obliged to pay in advance for the cost of the check.

**Controlled Schools’ Support Council (CSSC)**

Appointment of Head of Marketing, Research and Communication

*Application pack – section 6*

## THE SELECTION PROCESS AND HOW TO APPLY

* Application is by completion of the CSSC application form and equal opportunities monitoring questionnaire. Please adhere to the word limit detailed in each part of the Eligibility section of the form. Additional sheets and CVs will not be considered by the shortlisting panel. Application forms will be anonymised and applicants identified by a unique reference number at shortlisting stage.
* It is important in completing the application form that candidates align their experience to the role. In the event of a large number of applicants we reserve the right to apply the desirable criteria to reduce the applicant pool to a manageable number for interview. Only those applicants who fully demonstrate how they meet all essential eligibility criteria will proceed to shortlisting based on desirable criteria and/or interview stage.
* Further details in relation to the selection process will be provided to those candidates shortlisted. All correspondence will be via email.
* Please note that we may form a reserve list of suitable candidates to fill any vacancies that may arise for the same position within the following 12 months.

## RETURNING YOUR APPLICATION FORM

* It is the applicant’s responsibility to ensure that the application form and applicant declaration are fully and correctly completed and that all relevant information in support of their application is included.
* Completed applications must be submittedby email no later than **3pm** on **15 November 2019**. Late applications will not be accepted. It is up to the candidate to ensure that their completed application has been received by the closing date.
* We accept no responsibility for checking forms upon receipt and/or notifying candidates if forms are unreadable or incomplete for technical reasons, or otherwise.
* Please make sure that all questions are fully answered before returning your application form to us as we cannot accept any additional or supplementary information after the closing date for receipt of application forms.
* If you have any queries regarding the recruitment and selection process or require any assistance in relation to the submission of your application form please contact (028) 95 313030 for assistance

## INDICATIVE TIME SCALE

|  |  |  |
| --- | --- | --- |
| Closing date for applications: |  | 3pm on 15 November 2019 |
| Shortlisting |  | w/c 18 November 2019 |
| Interview and assessment date |  | w/c 02 December 2019 |

## DATA PROTECTION

# Job applicant privacy notice

The Controlled Schools’ Support Council (CSSC) is a Data Controller under the General Data Protection Regulations (GDPR) for the personal data it processes relating to job applicants. Processing data from job applicants allows the Council to manage the recruitment process, assess and confirm an applicant’s suitability for employment and decide to whom to offer a job. It may also need to process data from job applicants to respond to and defend against legal claims.

If you apply for this job, you will be providing your personal data to the CSSC whose lawful basis for processing it is for the performance of a task carried out for the organisation’s legitimate interests. In some cases, the CSSC will also need to process your data to ensure it in complying with its legal obligations. For example, to monitor applicants’ sensitive data for equal opportunities purposes and to check applicants’ eligibility to work in the UK before employment starts. The CSSC will collect a range of information about you, including:

* your name, address and contact details, including email address and telephone number;
* details of your qualifications, skills, experience and employment history;
* information about your current level of remuneration, which may include benefit entitlements;
* whether or not you have a disability, or if your first language is not English, so that it can make reasonable adjustments, as required, during the recruitment process; and
* information about your entitlement to work in the UK etc

The CSSC will collect this information in a variety of ways e.g. by application forms, through forms of assessment and/or interview or from your identity documents. It may also collect personal data about you from third parties, such as references, but it will only seek this data if you have been recommended for appointment to the post and it will inform you that it is doing this. Your personal data may be shared internally within the CSSC with those who are involved in the recruitment process and, where necessary, between internal departments for the purpose of ensuring a fair, systematic and objective recruitment and selection process is in place. It will also be shared with external consultants for the purposes of candidate attraction and selection, where appropriate.

Your personal data will not be shared or disclosed to any other organisation without your consent, unless the law permits or places an obligation on the CSSC to do so. Your data will be stored in a range of different places including the recruitment file, the HR information management system and other IT systems such as email. It will be held and stored by the CSSC in a safe and secure manner in compliance with Data Protection legislation and in line with the CSSC’s Records Information Asset and Document Retention Policy.

As a data subject, you have a number of rights. These include your right to:

* access and obtain a copy of your personal data on request;
* require the CSSC to change incorrect or incomplete personal job applicant data; and
* require the CSSC to delete or restrict processing your data.

Full information on your rights as a data subject is available from the Information Commissioner’s Office (ICO):

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you have any queries regarding the processing of your personal data in relation to this application, please contact our Human Resources Officer on 02895 313033. If you have a data protection query please contact our Corporate Services Officer on 02895 313037.

Individuals have the right to make a complaint at any time to the Information Commissioner's Office, the UK supervisory authority for data protection issues. The ICO’s details are as follows:

The Information Commissioner’s Office – Northern Ireland

<https://ico.org.uk/>

3rd Floor  
14 Cromac Place,   
Belfast  
BT7 2JB  
  
Telephone: 028 9027 8757 / 0303 123 1114  
Email: [ni@ico.org.uk](mailto:ni@ico.org.uk)

## CANVASSING

Canvassing means contact or communication at any time in any manner with any official or member involved in the recruitment of the post for which the person has applied which could be deemed or perceived to be for the purpose of advancing that application. Any applicant who is found to have approached a panel member regarding a post with a view to seeking favourable treatment will be disqualified.

## EQUAL OPPORTUNITIES

* CSSC is an Equal Opportunities Employer. CSSC will provide equality of opportunity to all persons regardless of their religious belief, political opinion, sex, pregnancy or maternity related issues, race, age sexual orientation, whether they are married or in a civil partnership, whether they are disabled, or whether they have undergone, are undergoing, or intend to undergo gender reassignment.
* CSSC do not discriminate against job applicants or employees on any of the grounds listed above. We aim to select the best person for the job and all recruitment decisions will be made objectively.

1. Includes one preparatory school which is not counted in the overall total of schools. [↑](#footnote-ref-1)
2. A relevant qualification is a qualification related to the duties or responsibilities of the role [↑](#footnote-ref-2)
3. A relevant qualification is a qualification related to management, research, communications, marketing or public relations. [↑](#footnote-ref-3)