



BRADFORD

BIRTH TO 19 

Marketing and Communications Manager

Marketing and Communications Manager

Start Date	ASAP
Location	Our roles involve a mixture of office and home-based working (hybrid). St Edmund's Nursery School, Washington Street, Bradford, BD8 9QW
Short Description	The Marketing and Communications Manager will lead the Marketing and Communications Team and act as the primary point of contact across the organisation. The role spans all areas of Birth to 19, including the Institute for the Early Years (encompassing the Early Years Stronger Practice Hub and <i>50 Things to Do</i>) and Birth to 19 Training (covering Birth to 19 SCITT and Birth to 19 Apprenticeship Academy).
Annual Salary	This is a full time role, graded at PO2 - £39,862 - £42, 839.

Who are we?

Founded on the principles of social enterprise, Bradford Birth to 19 is committed to driving forward social mobility, from the first days of a child's life. For us, that means working in partnership with schools, settings, agencies and families, to provide place-based, whole-child offers which help children and young people to achieve their potential, and lead successful, healthy lives.

Bradford Birth to 19 has grown over the past decade so that it is now making a significant contribution to learning and health outcomes for children and young people in Bradford and West Yorkshire. Founded in 2013, and growing from an outstanding school, Bradford Birth to 19 now has a national profile, with impact being seen across the British Isles.

Bradford Birth to 19 is made up of:

Bradford Birth to 19 Institute for the Early Years



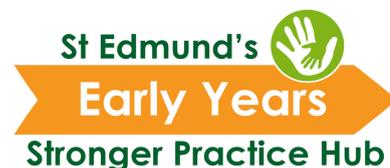
50 Things to Do Before You're Five



50 Things to Do Ages Five to Eleven



Early Years Stronger Practice Hub



Bradford Birth to 19 SCITT



Birth to 19 Apprenticeship Academy



Bradford Birth to 19's offer

- ★ Our Institute for the Early Years provides professional development and quality improvement support for schools and Early Years settings, local authorities and health services, focusing on children aged from birth to five years old. This includes our DfE designation as the Early Years Stronger Practice Hub offer In West and South Yorkshire. The hub role involves supporting all the region's childminders, private nurseries, and schools.
- ★ Our 50 Things initiative helps Local Authorities, Multi Academy Trusts and health agencies improve their support for parents and children from birth to 11.
- ★ The Bradford Birth to 19 SCITT supports graduates wanting to gain qualified teacher status in the primary and secondary age-phases, and schools wanting to recruit high-quality teachers.
- ★ Birth to 19 Apprenticeship Academy provides training courses for early years educators, teaching assistants including with a special needs pathway.
- ★ We maintain a strong interest in research and policy, regularly writing and being featured in a range of publications.

Local and national reach

Locally, Bradford Birth to 19 works with schools, Early Years settings, universities, health, the charity sector, and local & national government partners with the aim of making Bradford a better place to grow up. While much of our work is with schools and settings, we also work with parents, the voluntary sector, health and community groups to support a range of community regeneration initiatives across the district.

We work collaboratively with over 500 nursery, primary, special and secondary schools, private and voluntary early years providers and charities in the region. Locally, we are held up as a model of outstanding leadership within the Early Years and in parent partnership. We have a strong record of success in Initial Teacher Training, through our Bradford Birth to 19 SCITT, having helped 1000 graduates over the past decade to become qualified teachers. And now our Apprenticeship Academy has a growing reputation for quality training for the sector.

While the majority of our work is in the Bradford and West Yorkshire area, we are now increasingly working on a regional and national scale, with developing international interest in our work.

Have a look at our website here: <https://www.bradfordbirthto19.co.uk/>

A little more detail on our work:

Bradford Birth to 19's Institute for the Early Years



The St Edmund's Early Years Stronger Practice Hub is a cornerstone of the Department for Education's offer to the early years sector. With the aim of sharing and improving practice in early years provision, our Hub brings all types of Early Years providers from the Yorkshire and Humber region together. We signpost, develop and deliver training opportunities through virtual and face to face events.

50 Things reaches out to over 650,000 children across England. 50 Things seeks to help every child reach important developmental, health, learning, and wellbeing milestones, by providing 50 low or no-cost ideas for play to parents and others who care for them. 50 Things has been rolled out to multiple Local Authority areas across the UK, with each locality having its own local 50 Things offer. Please see our website [here](#).

Bradford Birth to 19 SCITT



Our School Centre for Initial Teacher Training (SCITT) provides professional learning courses leading to Qualified Teacher Status for around 100 postgraduate students each year. Over the past decade we have supported almost 1000 people to become teachers. We work significantly in West Yorkshire but now have lead delivery partners in Bristol and soon in Liverpool.

Birth to 19 Apprenticeship Academy



Founded in September 2024, our new academy provides a range of apprenticeships for childminders, schools and private nurseries. We offer early years apprenticeships at Levels 2&3, teaching assistant apprenticeships at Level 3, and teacher apprenticeships at Level 6.

Marketing and Communications Manager

Main Duties & Objectives

This is a new leadership position.

The Marketing and Communications Manager will lead a small team of junior marketing, design and communication officers.

Key Priorities

- **Lead the Marketing and Communications Team:** Provide clear direction, motivation, and support to ensure the team delivers high-quality, impactful campaigns and projects.
- **Strategic Marketing and Communications:** Develop and implement strategies that effectively promote the organisation's vision, programmes, and initiatives across multiple platforms (including social media, design for online, print and publications, and out-of-home).
- **Stakeholder Engagement:** Build strong relationships with senior leaders, partners, and frontline practitioners to ensure communications are relevant, engaging, and impactful.
- **Content Development:** Translate complex ideas into accessible and engaging messaging for diverse audiences, including digital, print, and in-person channels.
- **Brand Management:** Maintain and enhance the organisation's brand, ensuring consistency, clarity, and alignment with strategic goals.
- **Performance Monitoring:** Use analytics and feedback to evaluate campaign effectiveness, inform decision-making, and demonstrate impact.
- **Cross-Organisational Collaboration:** Work across all arms of Birth to 19 to support programme delivery, ensuring communications strengthen engagement and reach.
- **Innovation and Continuous Improvement:** Identify opportunities to innovate in marketing and communications, incorporating best practice and emerging trends.

General

- To attend relevant training as and when required
- To positively represent Birth to 19 at events
- To contribute to the ongoing fundraising of the organisation as required
- Any other duties appropriate to the post and organisation

Person Specification

This role is suited to an individual with a strong commitment to improving outcomes for children through effective marketing, communications, and engagement. The successful candidate will bring extensive experience in leading teams to deliver high-quality marketing and communications strategies, with the ability to connect meaningfully with both strategic leaders and frontline practitioners. They will be skilled at translating complex ideas into clear, engaging, and relatable content that promotes the organisation's vision and initiatives.

We are seeking someone with excellent communication and influencing skills, ideally with an understanding of the Early Years sector, and the ability to inspire and guide a team to deliver impactful campaigns and projects. Given the scale of our organisation and the seniority of this role, the post-holder will already be operating at a managerial level, with the leadership, vision, and drive to take the Marketing and Communications Team, and the organisation's profile, forward.

Skills & Knowledge

- Proven experience leading a marketing and communications team to deliver strategic objectives.
- Strong written, verbal, and digital communication skills, with the ability to make complex ideas accessible and engaging.
- Knowledge of marketing, branding, and communications best practices across multiple platforms.
- Ability to build relationships with a diverse range of stakeholders, including senior leaders, partners, and frontline practitioners.
- Project management skills, including planning, delivery, and evaluation of campaigns.
- Leadership and team management skills, with the ability to motivate, mentor, and develop staff.
- Analytical skills to monitor performance and inform decision-making.
- Understanding of the Early Years sector and the role of playful learning in child development, an advantage.

Personal Qualities we value in our management team

- Team building skill
- Ability to think strategically and imaginatively
- Approachable, empathetic manner
- Analytical and problem-solving skills
- Energy and commitment

Satisfactory Enhanced DBS clearance

Benefits and Outcomes

Working with us is unique! We are a supportive, values-driven organisation. We are small enough to be able to innovate quickly, and to ensure all who work with us are valued and nurtured; and large and successful enough to have influence with and be supported by local and national decision-makers.

The post we are advertising for is a result of sustained growth, and will be a new addition to a growing team.

We are a values-led organisation, supporting the local economy, and we expect all our staff to support our belief that children and young people should be at the centre of everything we do. This means a commitment to community cohesion and social mobility for all.

We are looking for a highly flexible, hard-working team player who is ready to learn with us, in a supportive, friendly and optimistic team. This post would suit someone who would be interested in developing a career within the charitable sector or within the public sector. You are likely to have had some experience of working with, or for, a charity, or in a community, school, health, or training setting and want a job which will combine the dynamism of partnership development, with the social value of working in the education, health and care sector.

A willingness to attend occasional conferences and meetings away from the area (with full expenses provided) is required, as is the ability to work occasional evenings and single weekend days, when time off in lieu will be given.

Application Instructions

Please apply by downloading an application form and sending the completed version alongside a professionally laid out covering letter, and if you wish, a CV to abigail.traynor@stedmundsbradford.org.uk. When uploading your documents, please make sure you title each one with your name.

Please ensure you demonstrate how you match every area of the person specification, and tell us how your experience, knowledge and skills will help us grow and succeed.

Closing Date: 12pm (noon) Tuesday 8th October 2025

Interview Date: TBC

Eligibility

You must be eligible to work in the UK for the duration of your employment. Information is available at <http://www.ukba.homeoffice.gov.uk/>

Support for applicants with disabilities, impairments or health conditions:

We want to make sure that all candidates have equal access to our recruitment and selection procedures. If you have a disability, impairment or long-term health condition that may affect your ability to submit an application, or if you need any adjustments to be able to attend an interview, take part in the selection process or to carry out the job you are applying for, please contact Rebecca Oberg rebecca.oberg@bradfordbirthto19.org. This will enable us to make any reasonable adjustments. Any information provided will not inform any part of the recruitment and selection process.