



Candidate Information Pack

Principal/SLT PA with Marketing & Promotion (Maternity Cover)

Required: September 2026

Closing Date: Wednesday 1st July at 3pm

Interview Date: W/C 6th July 2026



Welcome to Burton Borough School a proud member of the Learning Community Trust

Dear candidate,

We are committed to providing a high-quality education that prepares our students for a happy, successful life and enables them to make a positive contribution to society. Our school is built on the values of ambitious, proud, and caring. We believe that these values are essential in shaping the character of our students and preparing them for the future.

At BBS, we understand that education is not just about academic excellence, but also about fostering strong relationships with families and the community. We believe that working in partnership with families and the community is crucial in providing a holistic education for our students. We encourage parents and guardians to be actively involved in their child's education and to work with us in creating a supportive and enriching learning environment.

Our dedicated team of teachers and staff are committed to providing the best possible education for our students. We believe that every child has the potential to succeed and we strive to create an environment that nurtures and supports this potential. We offer a wide range of programs and activities that cater to the diverse interests and needs of our students.

At BBS, we place a strong emphasis on learning and getting a good education. We believe that education is the key to unlocking a world of opportunities and possibilities for our students. Our curriculum is designed to challenge and inspire our students, and our teachers are dedicated to helping each student reach their full potential.

Thank you for considering BBS for your child's education. We look forward to working with you and your family in providing the best possible education for your child.

Yours sincerely,

Mrs C Bedford

Principal
Burton Borough School

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About the School

It is an exciting time to be joining BBS. In April Ofsted noted in its inspection that “leaders are driven and determined” and that the school is “taking effective action to improve the quality of education”.

This year we have converted to a horizontal pastoral structure to ensure we can give bespoke support at each year group level. We have also embedded a whole team devoted to our Year 7 cohort as we recognise the need to nurture following lost learning at such a young age. We take pastoral care incredibly seriously at BBS and have a superb team of staff who always put the interests of the community first.

The school is implementing a new and innovative Teaching and Learning strategy which has been created by the staff team, matching the needs of our school and its community. Staff who have a passion within this area will find that there are numerous opportunities to share good practice and get involved in developing pedagogy throughout the school and across our Primary Cluster.

As an inclusive school, our aim is to provide an excellent education for all students, no matter what their background, needs or abilities. This is an exciting time to join the school if you are someone who embraces change and enjoys trying out new things.



Your Professional Learning

We are very proud of our professional development opportunities in the school. All teachers, whether you are an NQT or Senior Leader, are expected to improve their craft in the classroom and to share their expertise with their colleagues. This will include the successful applicant to this post.

Our CPD provides personalised learning opportunities to support staff to meet their appraisal objectives and to help them move on to the next stage in their teaching career, whether that is securing the foundations during their ECT or working with staff who aspire to leadership.

We extend this CPD throughout our staffing structure. Both the SEND and Pastoral teams have weekly CPD enabling them to develop professionally and ensure that we have highly trained and knowledgeable staff who can understand the needs and requirements of all of our students.



Support Staff

Job Title:	<i>Principal/SLT PA with Marketing & Promotion</i>	Salary:	Scale 6	Work Schedule:	<i>37 hours per week. 52.14 weeks per year</i>
Location of Role:	<i>Burton Borough School</i>				

Trust Mission and Vision

Mission Statement: Providing a formidable education, within the classroom and beyond, to inspire the next generation of global citizens

Vision: Developing compassionate, resilient and inspirational young people who can thrive within an ever-changing global community.

Role Specific Information

Main purpose of role	<p>To provide comprehensive, confidential and effective support to the Principal and other members of the Senior Leadership Team – namely the Senior Vice Principal, Vice Principal and Business Manager, but also to the wider SLT members if appropriate, when they are working on a whole school issue such as Safeguarding.</p> <p>The post holder will play a key role in supporting Human Resources functions across the school. This will include overseeing and monitoring staff absence procedures in line with school policy, coordinating and supporting recruitment processes including the organisation and administration of interviews, and ensuring appropriate escalation processes are followed in a timely and professional manner where concerns arise.</p> <p>The post holder will also act as a key point of contact between parents and the Principal, supporting effective communication and fostering positive relationships with the wider school community.</p>
Major Tasks	<ul style="list-style-type: none"> • First point of contact for the Principal, providing an effective and efficient secretarial and administrative support, including dairy management, daily post, arranging and co-ordinating internal and external appointments • Supporting the Principal's management of administrative duties including the preparation of necessary documents and reports • Organise and file paperwork, documents and computer-based information • Ensure that the Principal responds to particular approaches within timescales identified in any agreed priority action list. • Handle all confidential correspondence with discretion. • Act as first point of contact within the school for staff, governors, councillors, parents and others seeking contact with the Principal. • Arrange accommodation/travel for meetings, preparation and distribution of agendas and paperwork. • Support the Principal in relation to the Performance Management and Threshold process. • Dealing with queries, complaints and incidents relating to students from all stakeholders including students, parents, professionals and other external bodies as directed. • Manage and coordinate the school's complaints process on behalf of the Principal, including logging, tracking and monitoring all complaints, ensuring timely responses in line with policy, coordinating investigations where required, and maintaining accurate, confidential records. • To liaise with families and outside agencies on behalf of the Principal and Vice Principals, as directed. • Administer and maintain student safeguarding files both electronically and hardcopy. Transfer student safeguarding files in line with GDPR regulations. • Under the guidance of the Senior Vice Principal organise initial Inclusion Panels. Prepare all paperwork, minute take and distribute minutes and dispose of the confidential materials in an appropriate, secure and safe manner. • To assist with the preparation and collation of paperwork and data for OFSTED inspections and other school documents and reports prepared by the Principal or members of the SLT • Under the guidance of the Business Manager the administrative process associated with the recruitment and exit of staff. Placing advert, inviting candidates to

	<p>interview. Requesting references, plan and oversee the interview schedule. Complete identity and DBS checks for successful candidates.</p> <ul style="list-style-type: none"> • Maintain confidential personnel files for staff as directed by the Business Manager. • Maintain staff archive files and produce references when requested. • Update and maintain Single Central Records and organisation charts. • Support and contribute to key events within the school calendar, ensuring their effective organisation and smooth delivery e.g. Open Evening and Newport Show resources. • To clerk the Senior Leadership Team meetings – usually held weekly after school – specifically taking minutes and distributing to all members of SLT when required. This will require the production of supporting material, or documents and handling confidential information. • To provide full administrative support to MLT meetings – usually held half termly after school – specifically taking minutes and distributing to all members of SLT. This will require the production of supporting material, or documents and handling confidential information. • To record and ensure the prompt and accurate distribution of notices from the morning briefing sessions to all school staff. • Undertake other confidential administration on behalf of SLT e.g. Performance Management/Appraisal, ECTs, appeals etc • To work under the guidance of the relevant Head of School with responsibility for Safeguarding to ensure that notes of meetings/incidents/events are accurately recorded, which may include attending meetings as a minute taker. This will require the handling of sensitive information • To acknowledge the need for and practice confidentiality, in regard to handling sensitive information pertaining to students, staff or school matters/issues in accordance with Data Protection Policies. • Communicate with the Principal, Senior Vice Principal, Vice Principal and the Business Manager about existing and new advertising and marketing possibilities • Organise promotional events when necessary, ensuring all resources and materials are available • Work with outside agencies to increase student acquisition when required • Manage and create appropriate content for a variety of channels i.e. website, social media etc • Training of internal staff to assist with events as and when required. • This post holder will be responsible for managing the annual Marketing & Promotions budes, as well as overseeing and monitoring expenditure related to staff celebrations and events, ensuring value for money and adherence to financial procedures • Take responsibility for the generation of purchase orders and the effective management of associated budgets, including marketing, promotions and staff celebrations, ensuring compliance with financial regulations and accurate record keeping.
<p>Contacts & Relationships</p>	<ul style="list-style-type: none"> • With students – daily • With student's parents/carers – at least weekly • With professionals linked to students – as required dependant on need/care plans etc. • With visitors, or other external bodies – as required • With staff within school - daily • Establish constructive relationships and communicate with other agencies / professionals
<p>Creativity</p>	<ul style="list-style-type: none"> • Contribute to the planning, development and organisation of academic and welfare support service systems / procedures / policies within the School • Identify, set up and manage manual and computerised records / management information systems • Analyse and evaluate data / information and produce reports / information / data as required • Draw logical and accurate conclusions from sometimes complex information

Decisions	<ul style="list-style-type: none"> • Deal with complex reception / visitor etc., matters as required • Act as first point of contact for the Principal and the Senior Vice Principal, including telephone enquiries, receiving visitors, arranging hospitality and dealing with mail • Act as first point of contact in dealing with stakeholder complaints, referring on to more senior staff as appropriate • Liaising with senior staff and parents and completing incident report forms – following up incidents with students as directed. • Comply with and assist with the development of policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting concerns to an appropriate person • Be aware of and support difference and ensure all pupils have equal access to opportunities to learn and develop • Contribute to the overall ethos/work/aims of the school
Management & Supervision	<ul style="list-style-type: none"> • Day to day Line Management, including the performance management of the Senior Admin Officer – SLT Support • Day to day management of any apprentice placed within the Administrative area as appropriate
Supervision Received	<ul style="list-style-type: none"> • Responsible to the Principal who will delegate their Line Managers to conduct annual supervision and performance management. • Participate in the performance management system for the appraisal of their own performance, or that of other staff.
Complexity	<ul style="list-style-type: none"> • Be aware of and support difference and equal opportunities for all • Contribute to the overall ethos / work / aims of the School • Establish constructive relationships and communicate with other agencies / professionals • Balancing a workload with conflicting priorities • Balancing strict deadlines and unpredictable demands beyond the post holders control; making decisions on re-priorisation for self and others. • Participate in multi-agency working groups • Attend and participate in regular meetings ; this will include taking minutes • Participate in training and other learning activities and performance development as required • Recognise own strengths and areas of expertise and use these to advise and support others
Resources	<ul style="list-style-type: none"> • Operate relevant equipment / complex ICT packages (e.g. Word, Excel, graphics, database, Internet) • Provide general advice to staff, pupils and others • Undertake research and obtain information to inform decisions • Responsible for the marketing, ethos, aspirations and promotion of the School • This post holder will be responsible for an annual Marketing & Promotions budget of £7,000 each year • The post holder may have access to sensitive and detailed information concerning a student and his or her family. It is essential that the confidentiality of the information is understood. Any breach of this confidentiality could result in the breakdown of essential good relationships between the school and the family.
Impact	<ul style="list-style-type: none"> • To ensure that the Senior Leadership Team are administratively equipped to provide good leadership and management of the school business • The culture and ethos of the school is reflected in all activities and interactions that involve our staff on and off site • Ensuring good behaviour and welfare requirements are maintained at school that keep students safe

Physical Demands	<ul style="list-style-type: none"> To maintain good general health and mobility to support students/staff indoors and outdoors when standing, sitting or moving Be able to work as part of a successful, hard-working, dedicated team
Working Environment	<ul style="list-style-type: none"> The school is on one site with 4 main buildings sited alongside the sports field. The post holder will be required to work across the whole site. In the main this post works in an office/classroom setting with appropriate heat, ventilation and lighting. There may be occasional exposure to conditions such as would be found outside; for example travelling for meetings and site visits. Occasionally may deal with students and/or families regarding difficult or distressing matters which may result in receiving verbal abuse This would be referred through the Safeguarding channels in line with the school policy
Emotional Context	<ul style="list-style-type: none"> To be able to deal with emotionally stressful situations that may arise from working with students, families and colleagues The post holder maybe subject to emotional demands when dealing with incidents between students, or from parents with complex needs relating to incidents. To be aware of personal stress levels and alert senior staff if issues arise To participate in supervision activities to address any emotionally stressful experiences To occasionally deal with emotional / distressing information arising from unforeseen circumstances, i.e. safeguarding disclosures, illness related to children and families, this will then be forwarded to the Designated Safeguarding Lead and Safeguarding Officers
Other	<p>The post holder will be expected carry out any other duties as are within the scope, spirit and purpose of the job, commensurate with the grade.</p> <p>The post holder will be expected to participate in training and other learning activities and performance development as required.</p> <p>The post holder will be expected to actively follow the Learning Community Trust policies, including those such as Equal Opportunities, Human Resources, Information Security and Code of Conduct etc.</p> <p>The post holder will be expected to maintain an awareness and observation of Fire and Health & Safety Regulations.</p>
<p>This job description may be reviewed as part of the appraisal process and may be subject to amendment or modification after consultation with the post holder</p> <p>Elements of this job description and changes to it may be negotiated at the request of the principal or the Learning Community Trust or the incumbent of the post.</p>	

The Learning Community Trust is committed to safeguarding and promoting the welfare of children and young people. All post holders are subject to an enhanced DBS check (including a check on the children's barred list) and an online search for the successful applicant. References will be checked following the Learning Community Trust recruitment and selection process.

In line with the Statutory Guidance Keeping Children Safe in Education an online check will be undertaken for all shortlisted candidates prior to the interview.

We are committed to equality and diversity and follow the Safer Recruitment practices as set out in the Statutory Guidance - Keeping Children Safe in Education.

For more information regarding our school's commitment to safeguarding, please see our Child Protection & Safeguarding Policy. [Child Protection and Safeguarding Policy 2025-26 v3\(1\).pdf](#)

Person Specification

CRITERIA	QUALITIES
Qualifications	<ul style="list-style-type: none"> • NVQ 4 or equivalent level of qualification and/or experience in relevant discipline with passes in English & Maths GCSE • Relevant qualifications in office administration • RSA 2/3 or equivalent qualification or experience in typing/ word processing or equivalent
Experience	<ul style="list-style-type: none"> • Experience of working in a school or a similar role • Experience of working as a Personal Assistant • Experience of development, management and operation of administrative systems • Evidence of managing effectively a wide range of responsibilities • Evidence of working to tight deadlines • Previous experience of dealing/liasing with external agencies, community users or similar • Previous experience of marketing campaigns
Knowledge	<ul style="list-style-type: none"> • Full working knowledge of relevant polices/codes of practice and awareness of relevant legislation
Skills	<ul style="list-style-type: none"> • Ability to manage own time effectively • High level of confidentiality required • Ability to communicate at all levels in writing and orally, with staff, parents, students and visitors • Very good numeracy/literacy skills • Very good ICT skills • Ability to relate well to children and adults • Ability to work constructively as part of a team, understanding school roles and responsibilities and your own position within these • Good organising, planning and prioritising skills • Methodical with a good attention to detail • Good interpersonal skills • Patient, flexible and adaptable, meticulous and conscientious • Ability to adhere to working procedures and policies within the school environment

Personal qualities

- As a council employee you will be supported and expected to demonstrate the Councils Core Behaviours. Please note that these may be updated from time to time and are available on the Council's intranet pages.
- Customer focused
- Has a friendly yet professional and respectful approach which demonstrates support and shows mutual respect
- Open, honest and an active listener
- Takes responsibility and accountability
- Committed to the needs of the pupils, parents and other stakeholders and challenge barriers and blocks to providing an effective service
- Demonstrates a "can do" attitude including suggesting solutions, participating, trusting and encouraging others and achieving expectations
- Is committed to the provision and improvement of quality service provision
- Is adaptable to change/embrace and welcome changes
- Acts with pace and urgency being energetic, enthusiastic and decisive
- Has the ability to learn from experiences and challenges
- Is committed to the continuous development of self and others by keeping up to date and sharing knowledge, encouraging new ideas, seeking new opportunities and challenges, open to ideas and developing new skills

This post has been identified as a customer facing role and therefore the Learning Community Trust is required to fulfil their statutory duty under Part 7 of the Immigration Act 2016. As an academy the Trust is obliged to ensure member of staff in such roles are able to have a command of spoken English which is sufficient to enable the effective performance of their role.

This post has been assessed as requiring level C Proficient User under the Common European Framework of Reference for Language (CEFR).

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We will ensure, so far as is reasonably practicable, that no disabled applicant is placed at a substantial disadvantage. This person specification includes what we believe are fully justifiable essential and desirable selection criteria. Provided that the selection criteria unconnected with the disability are met, we will make ALL reasonable adjustments in order that someone with a disability can undertake the duties involved.

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Type of criminal records checks required for this post	Ticked as required
None	
Standard Disclosure	
Enhanced Disclosure	x
Working with Adults - Regulated Activity	
Working with Children - Regulated Activity	

Safeguarding

BBS fully recognises its responsibility to safeguard and promote the welfare of students and young people. We are committed to ensuring that students have opportunity to thrive within a safe learning and working environment. Our school expect all staff and volunteers to share this commitment. Our Safeguarding Policy, which applies to all staff, Governors and volunteers working in the school, has five main elements:

1. Ensuring we practise safer recruitment in checking the suitability of staff and volunteers to work with our students.
2. Raising awareness of child protection issues and equipping students with the skills they need to keep them safe.
3. Implementing procedures for identifying and reporting cases, suspected cases, of abuse.
4. Supporting students who have been abused in accordance with their agreed protection plan.
5. Establishing a safe environment in which students can learn and develop.



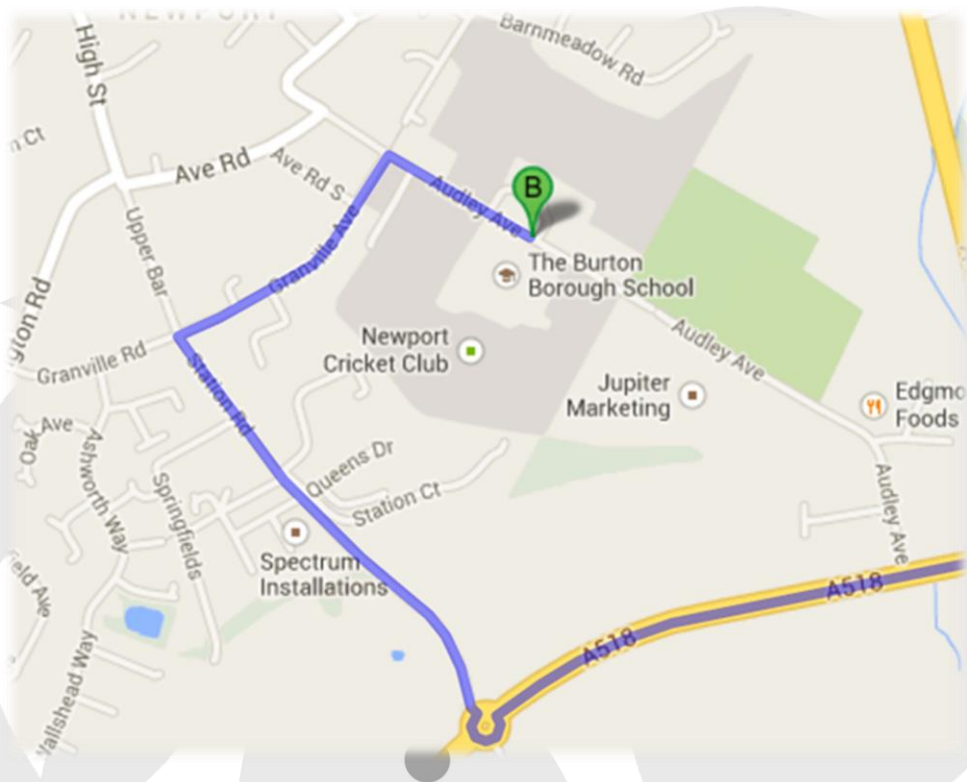
The staff at BBS are aware of how they share in the school's responsibility to safeguard and promote the welfare of students and young people. Our 'Professional Code of Conduct' establishes expectation in relation to conduct towards students and all staff are issued with the strict guidelines on what are considered to be safer working practices which must be observed at all times. If any member of staff has a concern that the school's code of conduct or expected safer working practices were not being followed, and a student or students were as a result as risk, then they would be expected and supported to raise the concern under the school's adopted 'whistleblowing policy and procedure'.

Our school also operates within other policies relating to safeguarding, child protection and the welfare of students.

To ensure that safer practice in recruitment is reflected at every stage of the recruitment process, our school operates within a Safer Recruitment Policy. Members of the school staff and Governing Body have attended and passed training on Safer Recruitment. All successful applicants will be subject to an enhanced DBS disclosure and references will be checked. All employees of the school will receive compulsory child protection training.

Local Information

Newport, Shropshire, is a beautiful market town in the borough of Telford and Wrekin. It is located on the Shropshire/Staffordshire border, equidistant from Shrewsbury, Stafford and Wolverhampton. We are the only comprehensive school in Newport with two single sex, selective grammar schools nearby.



How to find us

From the North: At Junction 14 (M6), take the B5026 to Eccleshall, then take the A519 following the signs for Newport.

From the South: At Junction 12 (M6), take the A5 exit to Telford/M54, exit at Junction 3 (A41) following the signs for Newport.

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