DIOCESE OF SALFORD



Application Pack

Digital Marketing Officer

EMMAUS
CATHOLIC ACADEMY TRUST

Welcome from the Emmaus Catholic Academy Trust

We would like to take this opportunity to thank you for your interest in the advertised role of digital marketing officer. Emmaus CAT (Diocese of Salford) is a growing Catholic Academy Trust with a footprint covering Manchester, Oldham, Stockport, Tameside and Trafford.

We believe that the role of digital marketing officer will play a vital role in helping us tell the story of Emmaus. Through engaging and purposeful communications, they will help strengthen connections across our family of schools, ensuring our vision, values and shared impact are communicated with clarity, confidence and authenticity as we continue our journey together.

Emmaus Catholic Academy Trust is one of three Catholic Academy Trusts serving the Diocese of Salford. The Diocese of Salford provides Catholic Academy Trusts, schools and colleges for the following reasons:

- To assist in the mission of making Christ known to all people;
- To assist parents, who are the prime educators of their children, in the education and religious formation of their children;
- To be of service to the local Church – the Diocese – the Parish and the Christian home;
- To be of service to society.

Working with the executive administrative manager and our central executive team, we are very much looking forward to recruiting an effective digital marketing officer. The successful candidate will join our central team and play a key role in supporting the executive team to strengthen and enhance our digital presence, helping to engage and connect effectively with audiences across our family of schools.

Emmaus is an integral part of The Right Rev John Arnold, Bishop of Salford's vision for the Diocese of Salford to 'Rebuild the Church, fit for future generations'. Our team looks forward to working collaboratively with the successful candidate, providing a wide range of support and training to enable everyone across our community to feel valued, connected and part of a family of strong Catholic schools.

Yours sincerely

Catherine Anderson
Chair of Directors

Daniel Copley
CSEL/CEO








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Emmaus Catholic Academy Trust, an educational constellation.

MISSION

The Diocese provides schools and colleges for the following reasons:

- To assist in the mission of making Christ known to all people;
- To assist parents, who are the prime educators of their children, in the education and religious formation of their children;
- To be of service to the local Church – the Diocese – the Parish and the Christian home;
- To be of service to society

VISION

We enable our schools to provide great Catholic education across Greater Manchester.

As one Catholic Academy Trust we will work collegially to ensure that children get the very best Catholic education and faith formation.

STRATEGY

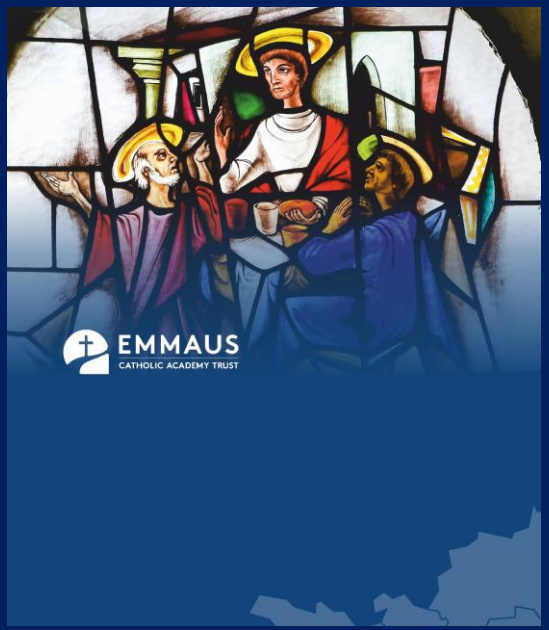
Strategic Focus 1
Mission. To promote a distinctive Catholic Mission and culture to ensure Emmaus continues to be strong in faith.

Strategic Focus 2
Quality of Education. To ensure Emmaus enables great schools to provide an ambitious curriculum for all pupils to flourish and serve society.

Strategic Focus 3
Academy Improvement. To build strong and sustainable infrastructure, making effect use of resources, enabling the Emmaus community to serve society.

The Emmaus Catholic Academy Trust Prayer

Meet us, Lord, on the road to Emmaus,
Guide us on the path toward our destination, and renew our strength as we continue to walk and commune with you.
Open our eyes, so we see the signs of your presence around us;
open our hearts, so we may receive your peace and love; and empower us to pass on to others the grace you have shared with us so freely.
Amen.





6 CRITICAL QUESTIONS

At Emmaus CAT we focus on the following six critical questions.

1) Why do we exist?

Our Mission

The mission of Emmaus Catholic Academy Trust is to provide great Catholic education across Greater Manchester.

1. To assist in the mission of making Christ known to all people;
2. To assist parents, who are the prime educators of their children, in the education and religious formation of their children;
3. To be of service to the local Church – the Diocese – the Parish and the Christian home;

2) How do we behave?

Our habitual values are based on St Luke 24: 'Stay with us Lord, on our Journey…'

Humility – Faithfulness - Service







3) What do we do?

We enable our schools to provide great Catholic education across Greater Manchester.

Emmaus is one of three Catholic Academy Trusts within the Diocese of Salford. The footprint of Emmaus serves the Roman Catholic schools within the areas of Manchester, Oldham, Stockport, Tameside and Trafford.

As one Catholic Academy Trust we work collegially as a family of schools serving local parishes and communities to ensure children and pupils get the very best Catholic education and faith formation.

By the time children leave our schools, we want every pupil to have the curriculum knowledge, skills and character education to be of service to society.

Our schools are aligned in our mission and share our philosophy of working together to develop meaningful relationships between schools, parishes, families, communities, and the Diocese of Salford by continually supporting school improvement, faith formation and serving society.

Our Vision
To provide great Catholic education across Greater Manchester.

The key strength of all the schools is that they are all distinctive and rooted within their parish communities. We intend to maintain the distinctive nature of each of the schools whilst sharing recognised good practice across the board to build an established Catholic Academy Trust of excellence.

Emmaus will enable a school to continue its journey in a truly collaborative and collegial environment with like-minded schools where children and pupils come first, are nurtured in such a way that they are able to develop fully, contribute positively to society and acquire a true sense of responsibility and freedom. We are proud to work both with our fellow Catholic CATs across the Diocese of Salford and a wide range of other schools, local education partners, and MATs (Multi Academy Trusts) across the region. In Emmaus we share our unconditional support of the vulnerable and the challenged. Our commitment to parents is to care for, support and educate their child to the highest possible standards.

By joining Emmaus, we support school leaders to share collaborative strategies on school improvement, curriculum, staff development; provide initial teacher training, planning and strengthen the capacity of individual schools.







4) How will we succeed?

Our Philosophy – Aligned Agency
Our philosophy is aligned agency. We are aligned in our mission, vision and virtues as one organisation. We promote agency by recognising the unique context and ethos of each individual school serving their local parish community.

It is fundamentally important to us that we share the same mission, vision, virtues, and values. All Emmaus pupils and staff should benefit from our best collective practices. And we will all benefit from the collective resources, identity, and reputation of Emmaus.

So why then do we retain the term agency? It is because we believe leadership and personal accountability are founded on ownership and self-direction. A culture of conformity can kill innovation and drive away the best staff. And standardisation fails to respond to changing needs and fails to adapt to a changing environment. The distinctive context of each school in Emmaus is unique and must be fully embraced and understood. Every school has strength and capacity. Every school has a part to play in developing the future strategy for Emmaus.

At Emmaus we think it is the concept of aligned agency that is to be the foundation of our success: we are aligned on our mission, vision, virtues, and values – these are our non-negotiables. Nonetheless, because we are determined to create a healthy Christ centred and child centred community, the people who serve and work for and with us must also have agency and self-determination.

At Emmaus, we passionately believe in schools having their own individuality underpinned by common principles, schools' benefit from maintaining their own identity with access to shared best practise across a range of schools. This enables schools to focus on the key priorities of teaching and learning, whilst the Emmaus central team leads on financial, operational and resource management and provides high-quality core and universal support for school improvement. With the educational landscape changing at such an unprecedented rate, Emmaus aims to work by means of collegiality to ensure that each school within Emmaus continues to thrive, leading to improved educational outcomes and formation for all.

Ambitious curriculums and character education
All pupils are entitled to a curriculum and to the powerful knowledge which maximises life chances. Children need powerful knowledge and character education to understand and interpret the world. All our pupils will leave our schools ready to be of service to society. Our purpose is to provide the best possible school experience for every child and pupil in our schools. Emmaus will work alongside our schools to enable this to happen, through collegiality and collaboration, peer-coaching, support and challenge, all in the spirit of becoming the best we can be and contributing to the creation of a society that is highly educated, skilled and cultured.

Talent, and supporting our people to flourish
We are committed to building a healthy Catholic community where our staff are valued, encouraged to work collegiately, are empowered to make a difference and provided with clear opportunities to progress and develop. By creating an environment where our people can give of their best and excel professionally, personally and in faith, we will achieve the best outcomes for our pupils. Our people and culture Strategy is structured around four guiding principles which summarise our priority areas of focus for building a healthy Catholic community, where colleagues are valued and utilise their strengths and skills to contribute to its success: attract and recruit, include, nurture and develop & retain.







5) What is most important, right now?

Strategic Priorities–2026/2027

Strategic Focus Area 1: Mission

1. To promote a distinctive Catholic Mission and culture to ensure Emmaus continues to be strong in faith.

Strategic Focus Area 2: Quality of Education

2. To ensure Emmaus enables great schools to provide an ambitious curriculum for all pupils to flourish and serve society.

Strategic Focus Area 3: Academy Improvement

3. To build a strong and sustainable infrastructure, making effective use of resources, enabling the Emmaus school communities to serve society.

Emmaus currently educates approximately 13,350 children, and employs approximately 2,025 staff.

- Corpus Christi RC Primary School – 349
- English Martyrs' RC Primary School – 225
- Holy Family RC Primary School – 214
- Holy Rosary RC Primary School – 234
- Mount Carmel RC Primary School – 455
- Saint John Henry Newman RC College – 1502
- Saint Joseph's RC Primary School, Shaw – 227
- Our Lady of the Rosary RC Primary School – 237
- SS Aidan and Oswald RC Primary School - 363
- St Antony's RC School – 688
- St Anne's RC High School – 642
- St Anne's RC Primary School, Audenshaw – 236
- St Anne's RC Primary School, Oldham – 232
- St Chad's RC Primary School – 230
- St Christopher's RC Primary School – 251
- St Cuthbert's RC Primary School – 227
- St Dunstan's RC Primary School – 329
- St Edmund's RC Primary School – 244
- St Edward's RC Primary School – 266
- St Francis RC Primary School – 248
- St Herbert's RC Primary School – 333
- St John's RC Primary School – 395
- St John Fisher RC Primary School – 246
- St John Bosco RC Primary School – 223
- St Joseph's RC Primary School, Stockport – 503
- St Kentigern's RC Primary School – 454
- St Malachy's RC Primary School – 233
- St Margaret Mary's RC Primary School – 342
- St Mary's RC Primary School, Stockport – 114
- St Mary's RC Primary School, Failsworth – 458
- St Mary's RC Primary School, Levenshulme – 371
- St Matthew's RC High School – 1333
- St Monica's RC Primary School – 334
- St Patrick's RC Primary School, Manchester – 200
- St Patrick's RC Primary School, Oldham – 213
- St Stephen's RC Primary School – 410
- St Theresa's RC Primary School – 212
- St Winifred's RC Primary School – 401
- St Joseph's RC Primary School, Mossley – 167

With the schools below joining 26/27, Emmaus CAT will educate approximately 15,500 children and employ approximately 2,350 staff.

- St Richard's RC Primary School – 468
- St Willibrord's RC Primary School – 246
- Sacred Heart RC Primary School – 335
- Christ the King RC Primary School – 402
- St Catherine's RC Primary School – 438
- St Joseph's RC Primary School, Manchester -228









Digital Marketing Officer

Salary: NJC Grade 7, SCP26 – SCP30 £38,510 - £42,123

Emmaus Catholic Academy Trust (Diocese of Salford) is dedicated to providing great Catholic education which enables all pupils within our family of schools to flourish. As part of our continued growth and commitment to excellence, we are seeking to expand our central team with the appointment of a digital marketing officer.

We are seeking an experienced and creative digital marketing officer to join our central team and play a key role in enhancing and growing our digital presence. Working closely with the executive administrative manager and executive team, the successful candidate will support the development and delivery of digital marketing strategies, campaigns and communications which align with the shared vision and identity of Emmaus.

The role requires demonstrable experience of creating, managing and evaluating an effective digital presence across a range of platforms, with the ability to produce engaging content, increase audience engagement and strengthen our Catholic identity. The successful candidate will be proactive in identifying new digital opportunities, maintaining high standards of digital communication, and ensuring marketing activity is delivered effectively, compliantly and in line with our communications strategy. They will also contribute to the development of systems, processes and best practice, using data and insight to continually improve the impact of digital marketing activity.

Contract/Hours of work: 35 hrs per week, all year round
Permanent Contract
Start date: as soon as possible
Salary: NJC Grade 7, SCP26 – SCP30 £38,510 - £42,123

Location:
The successful candidate will be based at our central offices in Sale.

Catch Up
The digital marketing officer will work under the direction of our executive administrative manager.

Key contacts:
Executive team, Trust Board, central team, headteachers, school business managers and professional partners.

Responsibilities
Working alongside the executive administrative manager to support the effective and efficient delivery of our digital presence, creating engaging content and communications that showcase the shared values and identity of Emmaus.

Please contact Alison Smith, executive administrative manager via email: recruitment@emmauscat.com for further details.



Digital Marketing Officer

Job Description

The post holder will report directly to the executive administrative manager.

As part of our commitment to communicating with clarity, confidence and purpose, we are seeking an experienced digital marketing officer to help strengthen and develop our digital presence across our family of schools.

Working closely with the executive administrative manager and wider executive team, the successful candidate will create, deliver and evaluate impactful digital communications and marketing activity that reflects our vision, priorities and values. The role will play a key part in ensuring our audiences remain at the heart of all content, helping colleagues, pupils, schools, families, governors and local parishes feel informed, valued and part of our wider community.

The postholder will be responsible for developing engaging digital content, maintaining and enhancing our online presence, supporting campaigns and projects, and ensuring that all content consistently reflects our identity, mission and strategic objectives.

Digital Marketing and communications

- Support the development and delivery of the Emmaus communications strategy, by enhancing the digital presence across our community whilst ensuring that activity aligns with strategic priorities.
- Create, coordinate and publish engaging digital content across websites, social media platforms, email communications and other digital channels.
- Develop and deliver targeted marketing campaigns that strengthen engagement, increase reach and enhance the reputation of our community.
- Lead the delivery of digital campaigns, monitoring performance and making data-informed recommendations to improve outcomes.
- Ensure all digital communications clearly reflect the identity, values, strategic priorities and culture of accompaniment.
- Actively identify opportunities to tell compelling stories that showcase the achievements, impact and opportunities across our family of schools.
- Produce high-quality written and visual content that is audience-focused, accessible and aligned our identity and presentation guidelines.

Website and digital presence

- Support the management, development and continuous improvement of the Emmaus website.
- Create, edit and maintain website content using content management systems, ensuring information remains accurate, engaging and up to date.
- Monitor website performance and user engagement, recommending improvements to enhance user experience and accessibility.
- Work with colleagues across schools and central services to ensure a consistent and coordinated digital presence.
- Act as a champion for the Emmaus identity and reputation, ensuring consistency across all digital communications.
- Ensure that all published content adheres to our identity guidelines and communication style, accessibility requirements and relevant legislation.
- Support the production of digital marketing and promotional materials, providing advice on content, design and audience engagement.
- Work with external partners, photographers, designers and agencies where required.
- Produce regular reports and insights to demonstrate impact and effectiveness.
- Build effective relationships across schools and the central team to support collaboration and the sharing of goods news, achievements and key messages.

- Provide advice and guidance to colleagues on digital communications, social media platforms and marketing activity.
- Support the delivery of training, resources and guidance to help strengthen communications.

General

- Promote a culture of excellence, collaboration and continuous development.
- Actively contribute to and promote the overall vision, identity and values of our community.
- Participate in training and other learning activities and performance development as required.
- Maintain consistently high standards of professional conduct, tact and diplomacy at all times in dealing with pupils, parents, staff and colleagues, external agencies and any other visitors to the central office.
- Maintain absolute confidentiality and exercise discretion with regard to staff/pupil information and Emmaus's business at all times.
- Act as an ambassador for the Diocese, schools and central team within the local community and beyond, ensure that the ethos and values of Emmaus are promoted and upheld at all times.
- Undertake any other reasonable tasks and responsibilities requested by the CSEL/CEO or central team which fall within the scope of the post.

Other

The above list is not exclusive or exhaustive, and we may require the post holder to undertake duties commensurate with the level of the role. As part of your wider duties and responsibilities, you are required to promote and actively support Emmaus's responsibilities towards safeguarding.

Safeguarding is about keeping people safe and protecting people from harm, neglect, abuse and injury. It is about creating safe places, being vigilant and doing something about any concerns you might have. It is not just about the very old and the very young, it is about everyone who may be vulnerable.

Method of Working

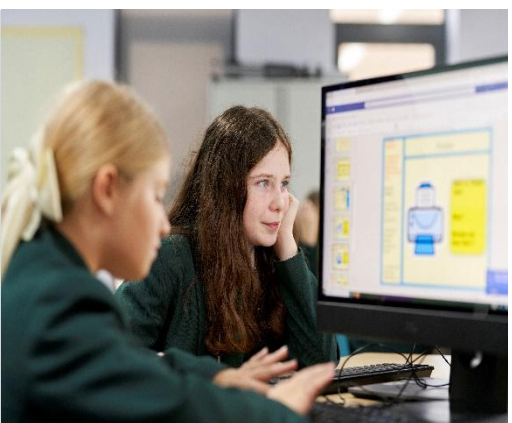
Emmaus expects all staff to work effectively as part of a team or teams. As a minimum, this requires a clear appreciation of the Catholic faith, our shared identity and commitment to serving society, dealing with people politely and tactfully, communicating with colleagues both formally and informally, modelling the Catholic Education Service and the Emmaus code of conduct and reflecting the Diocesan values. You must carry out your duties with due regard to current and future policies, procedures and relevant legislation. These will be drawn to your attention in your induction, ongoing appraisal reviews and through Emmaus communications. All colleagues are required to maintain confidentiality as required.

Public Relations

Considerable importance is attached to the public relations aspect of all work undertaken by Emmaus colleagues.

It is a prime objective therefore that colleauges will at all times project to the public the image of the Emmaus as keen to assist wherever possible, and positively promote the work that is carried out.

This job description forms part of the contract of employment of the person appointed to the post. It reflects the position at the present time only and may be reviewed in negotiation with the employee in the future. The appointment is subject to the current conditions of employment in Joint National Council Agreement on Pay and Conditions of Service Handbook (the Green Book)







Person Specification

Qualifications	Essential/Desirable
Degree in Digital Marketing/Marketing or significant professional experience with a proven track record of developing and managing a strong and effective digital presence	**E**
Chartered Institute of Marketing (CIM) certificate or diploma in professional marketing	**D**
Qualification in graphic design, digital media or content creation	**D**
Evidence of continuous professional development and a willingness to undertake additional CPD	**E**
Experience	
Proven experience of developing and managing an effective digital presence	**E**
Experience of delivering successful targeted digital marketing campaigns	**E**
Strong copywriting, content creating and storytelling skills	**E**
Experience of managing websites and an extensive knowledge of social media platforms	**E**
Ability to analyse data and use insights to evaluate and ensure alignment	**D**
Skills and Aptitudes	
Excellent interpersonal and relationship building skills	**E**
A commitment to delivering digital communications which are audience focused, warm and authentic	**E**
Familiarity with email marketing platforms with the ability to build and test email campaigns	**E**
Attributes including organisational skills, attention to detail, and the ability to work collaboratively in a diverse team.	**E**
Effective planning, delivery and optimisation skills within a deadline-driven environment	**E**
Strong written communication skills	**E**
A keen eye for visual storytelling, with creativity and an instinct for what makes engaging content	**E**

Ability to perform proactively, collaboratively and to be solution focused	**E**
Ability to listen and respond appropriately	**E**
Special Requirements	
An understanding of, and commitment to, uphold the values and mission of a Catholic Academy Trust	**E**
An understanding of what motivates audiences and how to create content that is impactful	**E**
Satisfactory enhanced clearance with the Disclosure and Barring Service (DBS)	**E**
Pre-employment health check	**E**
An appropriate understanding of child protection and data protection	**E**
Willingness and ability to occasionally travel to schools across Emmaus	**E**
Proactive and resourceful, with the ability to anticipate challenges with a positive, problem-solving attitude	**E**





HOW TO APPLY

EMMAUS
CATHOLIC ACADEMY TRUST

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2nd Floor, Crossgate House, 47-55 Cross Street, Sale, M33 7FT

0161 470 5114

CSEL/CEO - Daniel Copley

enquiries@emmauscat.com
Company No. 12206105

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@EmmausCAT



Applications need to be made the link provided to our recruitment platform, available from the Emmaus CAT website.

For an informal conversation regarding the role prior to applying please contact our executive administrative manager via email alison.smith@emmauscat.com.

Closing date: Monday 30 November 2026, 9am

We will be shortlisting on 3 December 2026 and successful candidates will be informed as soon as possible.

Interviews will take place: Wednesday 9 December 2026

To apply for this position please follow the recruitment link which can be found on our website www.emmauscat.com/vacancies

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