

The Sample Academy School

Marketing and Communications Policy

Responsibility:	Principal
Updated:	
Approved by Governors:	
Next Review Date:	

Marketing and Communications Policy

Overview

The Academy aims to meet the following standards in all its communication, whether face-to-face, audio-visual, or in written form:

- **Courtesy:** staff should be aware of the needs of the reader or listener.
- **Accuracy:** staff should give correct information.
- **Completeness:** staff should give all the information needed, and only the information needed.
- **Targetting:** staff should inform everyone who needs to know, and not copy in people who do not need to know.
- **Appropriateness:** the best medium should be chosen for each communication: face-to-face, telephone, email, fax, letter, notice, newsletter, etc.

The Academy has five main communication customers:

- The students attending the Academy;
- Prospective students;
- The parents and carers of current and prospective students;
- The staff working at the Academy;
- The interested general public.

In addition, there are other significant clients and supporters of the Academy: our business contacts; our sponsors; supporting organisations and businesses; the Board of Governors; our feeder primary schools; the local press; the local community; and visitors to the Academy. The Academy is aware of its legal and social responsibilities and has procedures in place for communicating with all of these customers.

This document addresses general communication needs. It does not give a comprehensive list of specific communications; and it does not address individual academic, behavioural, disciplinary or social communications, which are dealt with by their own policies.

Communication with students

The Academy provides several routes for communication with students.

- Classroom teachers have responsibility for maintaining their teaching spaces and ensuring the information displayed is current and appropriate.
- Tutor folders are also maintained by the General Office. Notices for tutor groups or individual students can be placed here. It is the Form Tutor's responsibility to ensure that the folder is checked and distributed at least once a day.
- Notice boards are available throughout the Academy for subject-specific and general information. Individual staff members are tasked with responsibility for each notice board to ensure they are kept up-to-date and relevant.
- **A plasma screen is available in the Atrium to display important information. The Communications Officer is responsible for the displays on the screen.**

- All students have access to the online learning environment. This is available both in and out of school, and can be used to send messages to individuals or groups of students.
- All students have an Academy email address for individual messaging.
- All students have an Academy diary for day-to-day contact and note-taking.
- Sixth formers are given a handbook setting out the contract between them and the Academy.
- Special events in the student's education, such as selection of GCSE options in Year 9, are supported with specific publications. These are prepared by teaching staff and edited and produced by the Communications Officer.
- **There is a weekly student bulletin.**

Communication with parents and carers

The Academy recognises parents and carers as vital supporters in the education of their charges. We therefore maintain the following bank of documents for parent and carers. These documents are distributed at different points in the student's learning career, and are available at any time on application to the General Office. The documents are maintained by the Communications Officer. These include:

- A guide for new parents, setting out the normal rules and procedures at the Academy. This is provided to all new parents.
- A behaviour management booklet, setting out the expectations for behaviour by Academy students. This is provided to all new parents.
- **A weekly newsletter, listing recent events and forthcoming events at the Academy, and events of local interest.**
- Various informational leaflets covering Homework, Reading, Special Educational Needs and other relevant subjects.
- A calendar containing a list of Academy events which are relevant for parents and students.

Additionally, to publicise the Academy to potential parents, carers and students, the following documents are reviewed and produced on an annual basis by the Communications Officer:

- The year 7 prospectus, and the associated application, appeal and admission documents.
- The sixth form prospectus, and the associated application, appeal and admission documents.
- Advertisements and other published information on admissions policies and processes.

Parents and carers also have access to a parents' database for general information and for tracking their child's progress. Items of more general public interest are available on the Academy website.

There is a Parents' evening held annually for each year group. This gives parents and carers the opportunity to talk to staff face-to-face. Parents and carers can also arrange meetings with individual staff members at any time that is mutually convenient for both parties.

Staff communication

Staff communication is serviced by the Academy email system. However, the heart of the staff communication strategy is the teaching and learning system, which provides a messaging system, a database for key documents, a shared teaching environment, and an archive.

Every member of staff has a pigeonhole for personal paper-based communications, either in the General Office or in the staff room. There are staff noticeboards in the staffroom for general paper communications.

Meetings are also a key part of the Academy's staff communication. Meetings are held to regular schedules, and notes of the proceedings of scheduled meetings are kept and published. The following committees meet to a regular schedule:

[List of committees & meetings, including regular staff briefings]

The following documents are provided for staff use:

- Diaries and teacher planners. These are designed and ordered annually by the Communications Officer.
- A staff handbook. This is revised annually by the Senior Leadership Team (SLT) and collated and printed by the Communications Officer.
- A sixth form tutor handbook. This is revised annually by the sixth form management team and collated and printed by the Communications Officer.
- A handbook for supply staff. This is revised annually by SLT and collated and printed by the Communications Officer.
- Training and support manuals, in electronic and paper formats. These are maintained by the appropriate technical team (IT, MIS, Finance, etc).
- A bulletin of news and events happening at the Academy. This is produced weekly by the Communications Officer.
- A calendar containing a list of Academy events which are relevant for staff.

Business contacts

Certain businesses maintain contacts with particular faculties for educational purposes, and these relationships are fostered by the appropriate Head of Faculty.

The Sponsor

The sponsoring body maintains close links with the Academy. Communication with the sponsor is mostly carried out by SLT, but the Communications Officer also maintains links with the sponsor's Press Office.

Supporting organisations

The Academy maintains good relationships with a range of external organisations. For instance, supporting organisations and businesses provide many of our prizes for Prize Giving day, and the Communications Officer is tasked with ensuring they are kept fully informed of events at the Academy.

The Board of Governors

Most contact with the Board of Governors is the responsibility of the Clerk to the Governors. However, the Communications Officer emails copies of the Academy newsletter on a weekly basis, and keeps the Governors informed of other Academy events under instruction from SLT.

Feeder primary schools

The Academy aims to provide a smooth transition for students from year 6 primary school to year 7 secondary school. Communication with local primary schools, which provide a large portion of our intake, is undertaken by the Transition Manager.

The local press

The Academy aims to keep the local community informed of events at the Academy through the local press. The Communications Officer is responsible for maintaining good relations with local newspapers and publications. The Officer is also responsible for contact with the press via press releases.

The local community

Most contact with the local community, in terms of access to the Academy facilities, is handled by our lettings agent. However, the Communications Officer is responsible for publicising Academy events which are open to the general public.

Visitors to the Academy

The Academy takes its duties of care for and with visitors seriously. All visitors are given a copy of our emergency procedures and our safeguarding policy. If necessary, they are also provided with a plan of the building. Maintaining the supply of these documents is the responsibility of the Communications Officer.