



Enterprise and Public Relations

Context

At the moment we have several people who know about and work on certain elements of enterprise/fundraising and public relations/marketing. As a result, we encounter two issues:

- coherence of the work undertaken in these two important areas
- capacity to fully pursue and capitalise on ideas

Proposal

Create a defined portfolio and increase capacity by recruiting a new colleague to have significant strategic and complete operational responsibilities in relation to enterprise and related public relations work.

Role

Probable - employ a part-time colleague, ideally with experience in these areas, or at least the broader experience to develop quickly in this role.

Possible - a CCHS student post-university - a rolling graduate position, with fresh ideas and an up-to-date understanding to connect with students and a wider audience.

- Enterprise
 - Strategic - to research and identify funding streams, grant awards, event opportunities and revenue initiatives to secure and generate additional funds for the School. Involve working with SLT, governors, Finance colleagues, outside agencies, etc. to create and execute a plan for the year.
 - Operational - align this plan with suitable public relations initiatives to ensure that the good news stories help motivate people to participate and contribute.
- Public relations
 - Strategic - Using the calendar to identify key moments each half-term, across the full academic year, to focus on to ensure celebratory images and messages are shared to maximise impact. Involve working with SLT, Academic Board and governors to specify events and the narratives to pursue.
 - Operational - on a daily basis, presenting a compelling view of CCHS, using social media, the website, digital signage and SchoolPost. Involve working with key colleagues in each Faculty to actively secure timely information about events, achievements, etc.

SLA, November 2021