



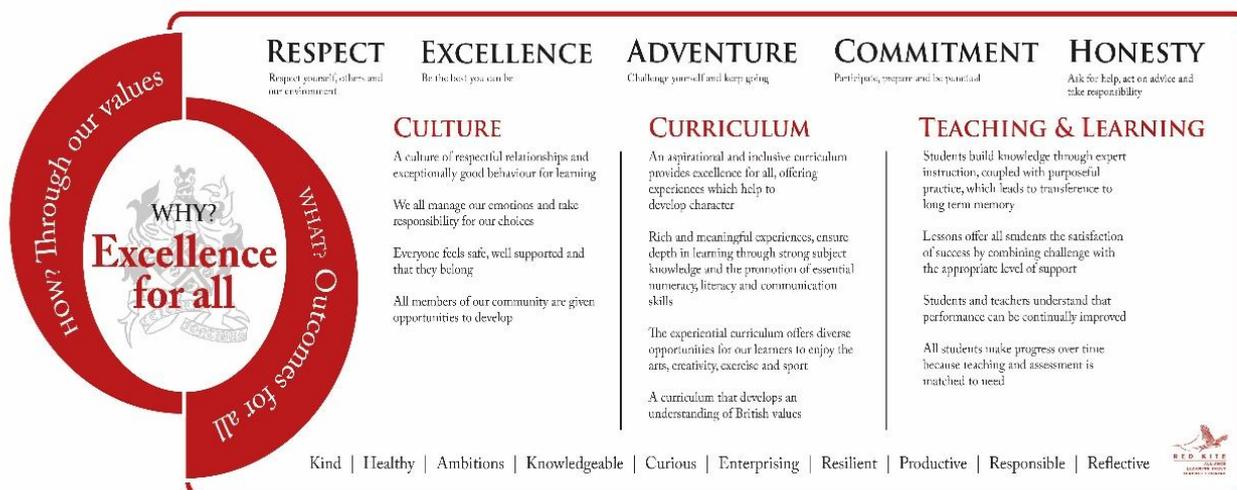
HARROGATE
GRAMMAR SCHOOL
EXCELLENCE FOR ALL



Copywriter
Supporting Information

Our School

Harrogate Grammar School is a renowned state 11-18 mixed comprehensive school rich in history, dating back to 1903. With over 2000 students and 290 staff at our school, our reputation for excellence is widely recognised and we have an absolute commitment to ensuring that all our young people benefit from what the school has to offer. Every child really does matter and we work hard to encourage students to be the best that they can be.



We have a clear set of values and through living these on a daily basis, it makes our school a special place in which to learn.

In addition to our strong culture, we are committed to providing excellence through a curriculum – inside and outside of the classroom – that is both broad, balanced and well sequenced. A strong and effective partnership with parents underpins the work we do in school. Our absolute commitment to 'excellence for all' and our track record of impressive examination results at GCSE and A Level, makes us one of the highest performing comprehensive schools in the country.

High performing does not mean exclusive and we are very proud of the achievements of all our



students, from those with complex needs on the SEND register to those that will be leaving us for top universities. We expect all staff to be committed to equality of opportunity and to be passionate about ensuring that at our school every child matters.

We want all our students to become kind, healthy, knowledgeable and productive individuals who go on and make a profound

contribution to society. We are very proud of the outstanding progress our young people make from whatever their starting point.

Continued investment in the school site over recent years has provided us with some superb facilities whilst retaining the distinctive character and charm of our original buildings. Facilities include: a state-of-the-art multi-use lecture theatre/performance space, extensive playing fields including Astro-turf pitch, newly refurbished Science laboratory blocks, a school extension and a calming newly landscaped outdoor seating space.



Teacher Assessed Grades 2021

This year's grades were awarded to students based on the reasonable judgement of teachers based on assessment evidence. Teachers drew on their expertise and professional experience to objectively assess each student's level, awarding grades which were moderated, and quality assured by exam boards. Students prepared with diligence, for an increased range of assessments, producing evidence for the teachers to make their judgements. The grades reflect their dedication and hard work over more than a year of disrupted schooling due to the coronavirus pandemic. Students rose to the challenge of remote learning by showing real discipline in their work and engaging with online lessons during lockdown periods.

The outcomes match the high standards that we typically achieve, along with our continued emphasis on providing a broad and balanced curriculum, meeting the differing needs, aspirations, and interests of our learners. We fully recognise the exceptional hard work of all our students, the support of their families and the dedication of all of our teachers and support staff over the duration of their schooling. This is a cohort of young people who have had an experience in their final year of school like no other. It is important that we celebrate the success of our students and take great pride in their achievements over many years.

Key Stage 4 – GCSE Teacher Assessed Grades 2021

Student attainment:

- 64% - 9-5 in English and Maths
- 86% - 9-4 in English and Maths
- 69% - entered for Ebacc/ 60% - achieved Ebacc
- 9.8% - grade 9
- 40% - grade 9-7
- 98% - grade 9-4

The vast majority of Year 11 have chosen to progress to the Sixth Form at Harrogate Grammar and we wish all students every success in their future endeavours.

Our Sixth Form

We are very proud of the Sixth Form at Harrogate Grammar School and the outstanding achievements of our students. Students and the school have achieved record-breaking results with an average of 60% of grades being A*-B over seven consecutive years, strong value added and impressive rates of progress. A total of 259 students (81% of the year group) applied to university to study a wide range of courses from Social Anthropology to Astrophysics. In addition, students have secured positions on degree apprenticeships, have had successful auditions for Drama Schools and renowned Conservatoires and have also secured places on Art Foundation courses.

With our bespoke Sixth Form facilities, outstanding teaching and excellent results we offer young people a successful route to university or employment. Young people who join our Sixth Form benefit from all the opportunities that come from being part of a very large and successful Sixth Form. We offer numerous opportunities for students to develop their leadership skills, provide opportunities to volunteer and to enhance employability within one of the highest performing comprehensive schools in the country.

Sixth Form

Student attainment:

A Level

- 14.8% - A*
- 41.8% - A* to A
- 67.4% - A* to B
- 87% - A*-C
- 96.2% - A*to D

BTEC

- 70% - Distinction or Distinction*
- 100% - Pass and above

Red Kite Learning Trust



As founding members of the Red Kite Learning Trust, the Trust provides a supportive structure for individual schools to work in partnership to share administrative functions, to gain economics of scale in purchasing and operational functions, and most importantly to help ensure all young people can achieve success.

The Trust was formed in 2015 with Harrogate Grammar School being one of the three founding schools; the others being Oatlands Junior School and Western Primary School in Harrogate. The aim is to work together to ensure Excellence for All. From 2016 - 2018, the Trust has welcomed more schools: in Harrogate, Rossett Acre Primary School and Coppice Valley Primary, and in Leeds: Crawshaw Academy, Temple Moor High School, Austhorpe Primary, Colton Primary, Whitkirk Primary, Templenewsam Halton, Temple Learning Academy and Meadowfield Primary.

Red Kite Alliance

The Red Kite Alliance is a partnership of secondary, special and primary schools, collaborating to help each other improve the outcomes for young people and ensuring all our young people have the opportunity to achieve their potential. This school-led approach brings benefits to all the schools involved and helps Harrogate Grammar School continue to develop and improve. Our students benefit from the Alliance's work as it impacts directly on the quality of teaching they receive.



As a Teaching School, we have a lead role in the Alliance and work with other schools to train and develop new teachers. Our Teaching School helps us to keep pace with national developments and places us at the very forefront of teaching practice. We deliver outstanding training for school staff within the Alliance, at every stage of their careers, including a full range of school leadership development opportunities.

Click here to read about our Teaching Hub status: [Teaching Hub](#).

Regional Maths and Computing Hubs

The work of our Teaching School has been further enhanced and extended with the addition of our Maths Hub, covering the Yorkshire Ridings region. The Hub is one of only 37 designated nationally. Harrogate Grammar School has also successfully been awarded official Computing Hub status, covering North Yorkshire, Leeds and Wakefield. Both Hubs have the aim of developing and spreading excellent practice for the benefit of all students in primary and secondary schools.

Red Kite Teacher Training

Red Kite Teacher training offers school-based routes into teaching through a large partnership of primary, secondary and special schools based in and around Harrogate, Leeds and Skipton. We work with the University of Leeds also as a strategic partner, supporting our initial teacher training provision. Based at Harrogate Grammar School is School Centred Initial Teacher Training (SCITT) who annually have c. 120 primary and secondary trainees. SCITT is only one of the several different routes into teaching that we offer. We offer also an Assessment Only route for professionals already employed in a school and are a Regional Training Centre for the Future Teaching Scholars programme, a new and exciting route in to teaching for those entering their first year at University.

Further Information

For further information, please visit the following websites:

<http://www.harrogategrammar.co.uk>

<http://www.rklt.co.uk/>

<http://www.redkitealliance.co.uk>

<http://www.redkiteteachertraining.co.uk>

<http://www.yorkshireridingsmathshub.co.uk>



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Harrogate Grammar School as part of the Red Kite Learning Trust, is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Post Title:	Copywriter
Salary Grade:	Circa £15 - £25 an hour depending upon experience
Contract Type:	Casual
Responsible to:	Headteacher
General Description:	Supporting the Headteacher and Senior Leadership Team and working alongside the Media and Publicity Lead and Office Manager, to create engaging content for a range of communication mediums; including website content, media articles and press releases.

Job Specification

1	Main Tasks:
1.1	Produce clear, compelling copywrite material across a range of formats to internal and external audiences.
1.2	Build on the school's brand image through engaging copywriting.
1.3	Work on social media platforms to develop content when required.
1.4	Listen and interpret content briefs to understand work requirements whilst maintaining an intrinsic understanding of the school's culture and values.
1.5	Ensure all content creation is compliant with relevant regulations.
1.6	Working alongside the Media and Publicity Lead to realise HGS communication ambitions and vision and work within HGS brand guidelines.
1.7	Action client requirements promptly, adapt quickly to changes in client requirements/preferences, and share regular and timely progress updates.
2	Professional Development
2.1	Remain up-to-date with the latest trends, news and developments in the education sector/school.
2.2	Remain up-to-date with the latest relevant regulations regarding copywriting.
3	Liaison/Communication

3.1	Work for the Headteacher and liaise with the Media and Publicity Lead, participate in meetings, communication requirements, and idea generating sessions when required.
3.2	Focus on the objective of a brief when creating copy and deliver the desired outcome.
3.3	Working with any HGS staff or external agencies as required in carrying out the role.
4	Organisation and Administration
4.1	Plan time effectively to meet deadlines, and deliver communication requirements.

Person Specification: E Essential, D Desirable

5	Experience/ qualifications	
5.1	Proven experience of writing and applying copywriting expertise to deliver a tangible output.	E
5.2	Successful experience of developing creative material, brand building and PR.	E
5.3	Experience of working in an educational setting.	D
6	Qualifications/Training	
6.1	Degree in English (or similar).	E
7	Knowledge/Skills:	
7.1	Strong written and editorial skills.	E
7.2	Proven planning and organisational skills.	E
7.3	Strong IT skills including knowledge of office and word packages.	E
7.4	Problem solving in a solution based and adaptable manner.	E
7.5	High level of literacy skills.	E
7.6	Knowledge of social media platforms and how to best optimise the channels.	E
7.7	Proven skill of using self-initiative to identify opportunities and make suggestions.	E
7.8	Knowledge of working to a defined time budget for allocated copy.	D
8	Aptitudes	
8.1	Highly effective communication skills.	E
8.2	Ability to form good professional working relationships with others.	E
8.3	Capacity to evaluate and improve.	E
8.4	Creative and innovative thinking and problem solving.	E
8.5	Take responsibility for personal continuous development needs.	E

8.6	Ability to adapt communication style for the desired audience.	E
9	Characteristics	
9.1	Able to work efficiently and independently.	E
9.2	Good organisational skills and high levels of self-motivation.	E
9.3	Energy, self-confidence and the ability to 'give more' when the occasion demands it.	E
9.4	Ability to remain calm, work under pressure and meet deadlines.	E
9.5	Ability to maintain a sense of perspective in all working conditions.	E
9.6	Empathy to relate to others and pitch copy appropriately.	E
10	Safeguarding and Promoting the Welfare of Students	
10.1	Ability to maintain appropriate relationships and personal boundaries with students.	E

Staff Benefits: Pay & Reward

Teachers Pay Scales & Portability of Pay

The Trust, at September 2020, applied the highest level of increase available to our Teaching Staff under the national pay recommendation.

One of the flexibilities of being a Multi Academy Trust, means that we have been able to consider and adopt these preferential terms for our staff, but still working within the framework of the School Teachers' Pay & Conditions Document.

We offer a comprehensive range of reward package options to our new staff to facilitate your transfer to our school. Whether you are an NQT just starting your teaching career, or an experienced teacher seeking to further develop within a highly skilled team offering leadership potential, our school as part of the Trust can offer you a range of superb opportunities.

Please discuss with us the options available, including provision for relocation support via up front salary payment, and consideration for portability of pay with our HR Team.

In accordance with the national terms, it is not possible to guarantee portability of pay level or post threshold status on appointment. However, salary levels may still be matched if the Headteacher believes it is appropriate. Although there will be greater freedom to determine starting salaries, all decisions will be fair to existing and new staff and are likely to be modelled on progression as if worked at a Trust School and against the Trust's current salary scales.

Reward Package & Additional Benefits

We offer a comprehensive package of reward including our 'Employee Benefits Programme' which provides a range of options including our Cycle to Work scheme, allowing staff to:

- Benefit from huge savings on the cost of a new bike and/or safety equipment
- Spread the cost over a year and save on Income Tax and National Insurance contributions
- Choose from over 500 brands from over 2000 partner stores across the UK



Many more benefits are available, from an online rewards portal, in areas such as:

- Shopping
- Family
- Automotive
- Financial & Professional
- Gifts
- Home & Garden



How to Apply

This is a superb opportunity to join our team, where you will inspire high achieving young people who are committed to their learning and proud to be part of Harrogate Grammar School.

We understand the importance of securing the right role and believe our School will not disappoint you. We are confident that our Trust, and Harrogate Grammar School, offers an outstanding environment to both work and learn.

To access our online application form please visit: <http://www.rklt.co.uk/vacancies/>

We hope that after considering all the information provided you will decide to make an application. If we can help in providing any other information you might need, please do contact the HR team (recruitment@rklt.co.uk) or telephone: 01423 535222.

The closing date is 9 am on 28 September although please be advised that the campaign may close sooner, subject to the volume of applications and so we encourage early applications.

Shortlisted candidates will be contacted soon after the closing date. Unfortunately, due to the high number of applicants we receive, if you have not heard from the HR department within two weeks of the closing date please assume that on this occasion that you have not been successful.

Whatever the outcome of your application, we thank you for the interest you have shown in our school and we wish you well for your future career.

Please follow the link to the vacancy page on our web-site for the Red Kite Learning Trust recruitment guidelines and policy on recruitment of ex-offenders.

www.rklt.co.uk/vacancies