IMPACT MATCH™

ROLE SPECIFICATION

Shireland Hall Primary Principal

Elliot Foundation

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A LETTER FROM OUR CEO

Hugh Greenway,
Chief Executive Officer

The Elliot Foundation is a charitable multi-academy trust specialising in primary academies. We consist of 37 thriving schools spread across 3 different regions of the UK (London, East Anglia and the West Midlands) and a Head Office based in central London.

The simple fact that you are considering a job in primary leadership makes you one of the good guys. On behalf of the thousands of children currently in Elliot Foundation schools and those children yet to join us, thank you. Without people like you, there would be no future for our society or our world.

Every school in our Trust serves a different community, and no two children arrive with the same experiences. Great school leadership begins with understanding the lives children lead beyond the school gates and creating an environment where every child feels safe, valued and able to learn.

Working with The Elliot Foundation, you will be given continuous opportunities to challenge and develop your skills and work with a variety of experienced and skilled colleagues. If you have the ambition for yourself and the staff and children in our care, we will take you as far and sometimes further than you believed possible. I look forward to working with you.

LEADING A SCHOOL WITH PURPOSE

Can you...

- ✓ Build trust with pupils, families and colleagues by listening before leading.
- ✓ Lead a culture where all staff maintain high expectations, underpinned by empathy, understanding and inclusion.
- ✓ Unite a diverse school community around a shared purpose.
- ✓ Use evidence and data to ask better questions, not simply provide answers.
- ✓ Draw on the strength of the wider Trust while preserving the unique identity of your school.
- ✓ Think beyond today's challenges to build a school that will continue to thrive for years to come.
- ✓ Work alongside colleagues, families and partners to improve children's lives, one step at a time.

Do you...

- ✓ Take time to understand your children, your staff and your community before deciding what needs to change.
- ✓ Value thoughtful, sustainable improvement over quick wins.
- ✓ Create the conditions in which people feel safe to learn, contribute and flourish.
- ✓ Stay curious, remaining open to challenge as well as offering it.
- ✓ Lead with integrity, kindness and quiet confidence.
- ✓ Build leadership in others, leaving people stronger than you found them.
- ✓ Believe that the best outcomes for children begin with investing in the adults who care for them.

WHO WE ARE

The Elliot Foundation is a charitable multi-academy trust specialising in primary academies.

Our mission is simple: to improve the lives of children through great schools and strong communities.

We are a group of people with a wealth of experience brought together by a passion for giving children the best start in life. We believe in openness and transparency in all things.

MEET THE TEAM

OUR VALUES

The Elliot Foundation lives by our values (see below). We're transparent, open, and kind, and we aim to make a difference to the lives of each one of our pupils. In line with our tradition of enabling children and promoting student leadership, the logos for all our values were designed by our pupils.

Put children first

- We trust and value your professionalism
- We share the responsibility for the learning and welfare of all of our children
- Our purpose is to improve the lives of children

Be safe

- Don't assume that someone else will do it
- Look after yourself, your colleagues and all children
- We are all responsible for each other's safety and well being
- Discuss any concerns with an appropriate member of staff

Be kind & respect all

- People are allowed to be different, as are you
- Kindness creates the positive environment we all need to flourish
- Kindness and respect should extend to ourselves as well as others

OUR VALUES

Be open

- If you can see a better way, suggest it
- If someone else suggests a better way to you, consider it
- Nurture innovators and support those who take informed risks in the interests of children

Forgive

- We all make mistakes
- Admit them, learn from them, and move on

Make a difference

- Making the world a better place starts with you
- Model the behaviour you would like to see from others

OUR OPERATING PRINCIPLES

Strong principles - aligned with our Vision and Values - shape the relationship between the Trust and our schools. These principles guide how we work together and how decisions are made across the organisation.

Subsidiarity

Where decisions are best made at school level, they should remain there. Principals are responsible for the management of staff, finances, buildings and resources within their academies. The Trust will intervene only where there is clear benefit, a legal obligation, or where doing so significantly reduces risk.

One Trust, many children

All schools are part of a single Trust community. Leaders are encouraged to look beyond their own school and consider what will benefit all children across the Trust.

Minimal change

When schools join the Trust, we aim to preserve what is already working well. Our expectations are straightforward: schools adopt the Trust's core systems (finance, HR & payroll, safeguarding and MIS) and adhere to the Trust's Scheme of Delegation and central policies.

Not a local education authority

The Elliot Foundation is not designed to replicate a local authority model. The pattern of support provided to schools will vary between regions and between individual academies depending on need.

Partnership working

TEFAT colleagues work closely with Principals, staff and community councillors to develop the right balance of support, challenge and monitoring for each academy.

Presumption of support

There is no distinction between the Trust and its academies. When challenges arise, schools should assume the Trust will work alongside them to find solutions, within the limits of available resources and with consideration for the wider Trust community.

OUR SCHOOLS

Since the beginning of 2026, our family has grown to 37 thriving primary schools in the West Midlands, East Anglia and London. Valley Primary (Solihull), Peterbrook Primary (Solihull), Rowley Hall (Sandwell) and Harborne Primary School (Birmingham) have joined us, taking the number of pupils in the Trust to over 15,500 and the number of staff to circa 2,500. Our continued growth has enabled us to continue to invest in expertise to support all of our schools.

Each school is part of its local community and reflects its own unique context, while benefiting from the support, collaboration and professional development opportunities that come from being part of the wider Trust.

West Midlands schools

East Anglia schools

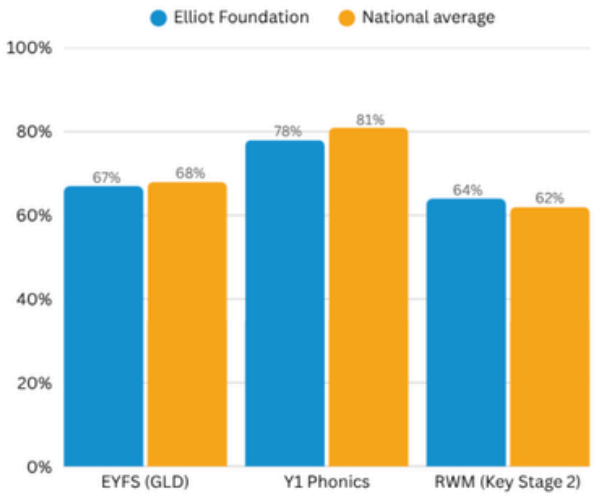
London schools

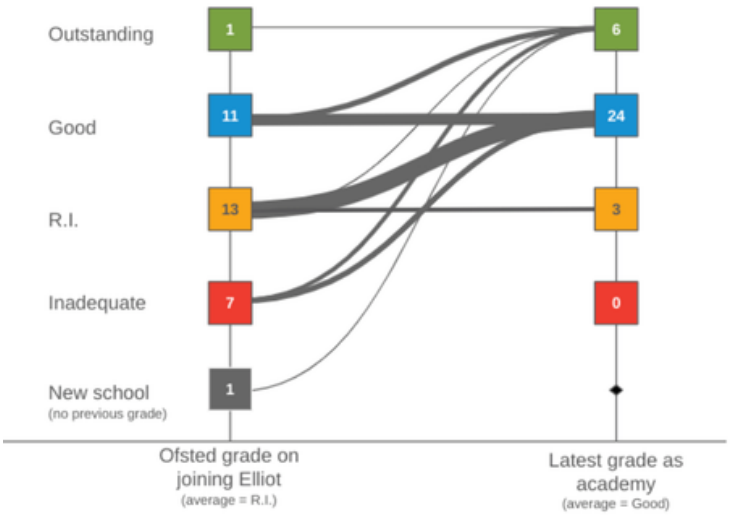
OUR IMPACT

Our schools, and pupils, have shown clear progress since joining the Trust. As of March 2026, the Elliot Foundation has 37 schools. At the point of joining, eighteen of these schools were sponsored academies, eleven were converters, three novated and one is a basic need new school.

Before our schools joined us, most were graded as 'Requires Improvement' or 'Inadequate' by Ofsted. Today, 91% of our schools are rated as 'Good' or 'Outstanding' by Ofsted.

RWM & phonics (2025)





67% of our early years foundation stage (EYFS) pupils met the 'good level of development' (GLD) target for 2025. This compares to a national average of 68%.

63% of key stage 2 (KS2) pupils met the Department for Education target for Reading, Writing, Maths (KS2 RWM), up one point on the prior year and the national average. Moreover, in times tables' tests 47% of our children received full marks, which is up three percentage points on last year.

Average improvement for all Elliot Foundation academies since they joined the Trust is 1 Ofsted grade (2.9 → 1.9)

N.B. Two sponsored academies are yet to be inspected:
- Peterbrook - RI
- Rowley Hall - RI

OUR COMMUNITY IMPACT

The Elliot Foundation's schools sit at the heart of their communities and work closely with families to support children beyond the classroom.

Through the Trust's Community Box Programme, schools distribute more than 34,000 boxes of essential food, hygiene and household items each year to families most in need - support valued at over £1.2 million annually. Since the programme began, more than 120,000 boxes have been delivered across Trust communities.

This work is made possible through partnerships with charitable organisations including FareShare UK, The Felix Project and Flexi Project, alongside a range of local community groups.

Schools also respond to specific local needs. For example, through partnerships with initiatives such as Wrap Up London and Cosy Coats, the Trust recently provided 690 winter coats to children across its schools.

Lockdown has been isolating, so coming here on a Friday has allowed us to see people and collect our boxes. It gives us a stock of fruits and vegetables, and if something drastic happens tomorrow morning, I know that I have got someone to help me - even with the basics.

- Parent

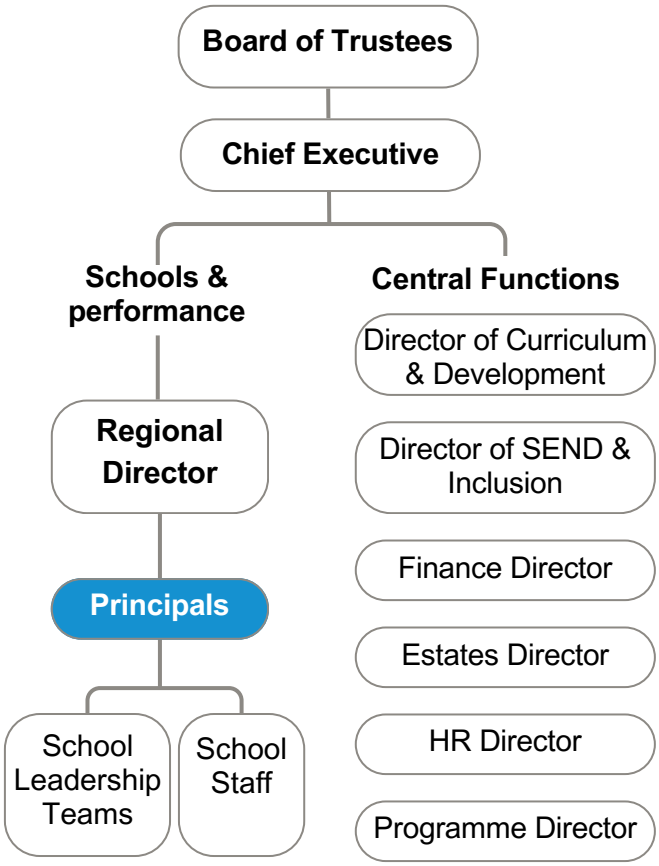
TEAM STRUCTURE

Great schools are built by great people, not by individuals working in isolation. As Principal, you will lead your school's vision, culture and day-to-day operation, but you'll do so as part of a wider community of leaders across The Elliot Foundation.

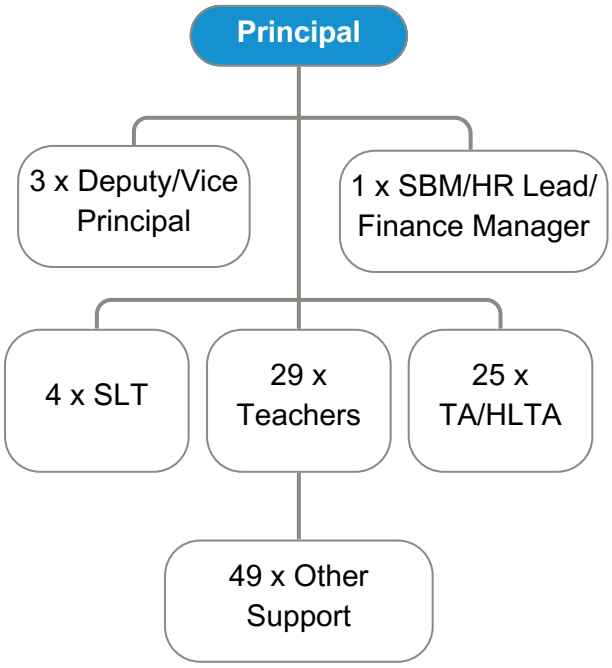
Supported by your Regional Director and specialist Trust teams, you'll have access to the expertise, challenge and encouragement needed to help both your school and your people thrive, while retaining the autonomy to lead your school in the way that best serves your community.

This approach combines strong school leadership with the support of a collaborative network, giving Principals both the freedom to lead and the confidence that help is always available when needed.

Trust leadership structure



Shireland Hall



WE SUPPORT YOU

School Improvement

Senior Leadership Teams are supported by the Regional Director alongside specialist colleagues across curriculum, SEND and school improvement. Together they provide support, challenge and strategic guidance, helping leaders strengthen teaching, learning and outcomes while drawing on expertise from across the Trust.

Legal and Governance

The Trust provides day-to-day support on legal matters, governance, admissions, complaints, GDPR, SEND and other statutory responsibilities, ensuring schools remain compliant while Principals focus on leading education and school improvement.

Financial Leadership

Specialist finance teams support school leaders with management accounting, financial analysis, budgeting, forecasting and statutory reporting. Head Office and regional colleagues work alongside schools to ensure strong financial management and sustainability.

HR Support

Schools are supported by a central HR team and dedicated HR Business Partner, providing strategic advice on workforce planning, organisational development, employee relations and complex HR matters. Payroll and core HR systems are managed centrally, enabling Principals to focus on leading their people.

Estates Management

Specialist estates support helps schools manage buildings and infrastructure while maintaining compliance with health and safety requirements. This includes capital planning, asset management and project delivery to ensure safe and effective learning environments.

Leadership Development

Principals benefit from leadership networks, professional development and collaboration across all 37 Trust schools. Regular opportunities to share practice, learn from colleagues and contribute to Trust-wide improvement ensure leaders continue to grow throughout their careers.

SHIRELAND HALL PRIMARY

Shireland Hall Primary Academy is a successful and inclusive school for approximately 670 children aged 3 to 11 in Smethwick, Sandwell. The school is built around four core values - kindness, honesty, respect and determination - which shape school life, learning and relationships across the community.

At the heart of Shireland Hall is an ambition for every child to become a successful learner, confident individual and responsible citizen. The school combines high expectations with a strong focus on character, providing children with opportunities and experiences that broaden their horizons and prepare them to make a positive contribution to their community and wider society.

Reading and communication are central to the curriculum, alongside an emphasis on helping children understand different perspectives, work collaboratively and develop the knowledge and confidence they need for life beyond primary school. Shireland Hall is a successful school with a strong track record and also plays an active role in supporting schools across The Elliot Foundation.

As part of The Elliot Foundation, Shireland Hall combines its own strong identity and community with the opportunities, collaboration and specialist support that come from being part of a wider family of schools.

670
pupils

74%
EAL

30%
pupil premium

SHIRELAND HALL PRIMARY PRINCIPAL

As a Principal within The Elliot Foundation, you will lead your school through its next stage, working alongside pupils, staff, families and the Trust to build on its strengths and respond to the opportunities and challenges ahead.

Each school has its own identity, community and context. Success will start with taking the time to understand the school you lead: being present, listening to children and families, building trust with staff and recognising what matters most to the community.

You will join a school with its own foundations to build from, supported by the wider expertise, collaboration and resources of The Elliot Foundation.

Community matters across our schools. You will build strong relationships with families and local partners, develop and empower your staff, and create the conditions in which children can thrive. This isn't about quick wins, but thoughtful, consistent leadership that gives people confidence and brings them together around a shared purpose.

If you lead by listening, value strong relationships and believe lasting success is built through trust, consistency and collaboration, we'd love to hear from you.

Key Relationships (Internal and External)

- West Midlands Regional Director
- TEFAT Executive Team and Central Support Teams
- School Leadership Team, Teaching and Support Staff
- Pupils, Parents and Carers
- Community Council, Local Authority and partner agencies
- Local community organisations and education partners

Grade	L 21-27 + TEFAT 5% uplift
Responsible to:	West Midlands Regional Director
Direct Reports:	School Leadership Team

Overview of Responsibilities

To improve educational and social outcomes for every child by:

- Providing strategic and day-to-day leadership for the school.
- Championing the school's vision, values and culture, promoting high standards in every aspect of school life.
- Leading high-quality teaching, learning and curriculum development, ensuring every child is well prepared for the next stage of their education.
- Using evidence, assessment and professional judgement to drive continuous improvement and raise standards.
- Developing leaders and building capacity across the school to improve outcomes for children.
- Creating an inclusive environment where children and staff feel safe, supported and able to thrive.
- Working collaboratively with colleagues across The Elliot Foundation to share expertise and improve experiences for pupils and staff.
- Building strong partnerships with families, local communities and education partners.

BENEFITS PACKAGE

Contract Type:

Full-time, permanent

Competetive Salary

Circa £92,407 - £106,617 per annum plus 5% TEFAT uplift

Generous Leave:

All school holidays as per teachers terms and conditions.

Pension Scheme:

Access to generous Teachers' Pension Scheme.

We can also offer you...

- ✓ Shopping Discounts
- ✓ Free eye tests and flu jabs
- ✓ Cycle and tech, salary sacrifice schemes

Location and working pattern:

Shireland Hall Primary, Smethwick. This is a full-time, permanent role based on site, five days a week. As Principal, you'll be a visible presence across the school, working closely with pupils, staff, families and the wider community.

RESPONSIBILITIES & EXPECTATIONS

Leading the School

- ✓ Work with staff and TEFAT to develop the school's improvement plan, raising achievement and creating an environment where every pupil can learn, progress and be proud of their achievements.

Teaching, Learning & Curriculum

- ✓ Provide strategic leadership that inspires, develops and supports the teaching team.
- ✓ Ensure consistently high standards of teaching, learning and pupil progress across all year groups.
- ✓ Lead the development of an ambitious curriculum that meets statutory requirements and the needs of every pupil.
- ✓ Support and develop school leaders, ensuring practice reflects school and Trust priorities.
- ✓ Create an inclusive learning environment where every pupil can achieve their best, make progress and overcome barriers to achievement or educational disadvantage based on class, gender, disability or ethnicity.
- ✓ Monitor pupil progress, using evidence to inform improvement and report outcomes to parents, the Community Council and the Trust.
- ✓ Develop the knowledge, skills and experiences pupils need to thrive in the modern world.
- ✓ Ensure agreed pupil attainment and progress targets are achieved.

Developing Self and Working with Others

- ✓ Lead, support and develop teaching and support staff through effective performance management and coaching.
- ✓ Ensure all staff have access to high-quality induction, professional development and support.
- ✓ Share best practice and communicate new developments through effective use of meetings, briefings and technology.
- ✓ Lead and facilitate relevant CPD within and beyond school.
- ✓ Model the values of the school and the Trust.
- ✓ Continually reflect on and develop your own practice, actively engaging in professional learning and seeking support where needed.

RESPONSIBILITIES & EXPECTATIONS

School Operations

- ✓ Participate in the recruitment and appointment of school staff in line with the Trust's Equal Opportunities Policy.
- ✓ Manage and deploy teaching and support staff effectively, allocating responsibilities in line with their roles and conditions of employment.
- ✓ Oversee staff timetables, duties, the school calendar and day-to-day organisation.
- ✓ Ensure staff receive relevant information about their work and performance where appropriate.
- ✓ Provide timely and effective reports to TEFAT on all aspects of the school's performance.
- ✓ Lead the effective management of financial and human resources to deliver the school's vision and priorities.
- ✓ Manage the day-to-day safeguarding, security and supervision of the school site, buildings and grounds.
- ✓ Lead all aspects of health and safety across the school.
- ✓ Ensure key policies are regularly monitored and reviewed.

Performance & Improvement

- ✓ Lead the collection, analysis and use of data to understand the school's strengths, identify priorities and drive improvement.
- ✓ Monitor and evaluate pupil progress, ensuring every child makes strong progress throughout the school.
- ✓ Lead rigorous self-evaluation across the school, using evidence and performance data to inform continuous improvement.
- ✓ Observe, support and challenge colleagues to strengthen practice and improve outcomes for pupils.
- ✓ Maintain high standards of professional performance, recognising excellence and addressing underperformance where necessary.
- ✓ Ensure individual roles, responsibilities and accountabilities are clearly defined, understood and achieved.

RESPONSIBILITIES & EXPECTATIONS

Families & Community

- ✓ Champion a diverse, inclusive culture that reflects and celebrates the school's communities.
- ✓ Lead enrichment opportunities and community partnerships that enhance learning and meet the needs of pupils and families.
- ✓ Represent the school at key public events and within the wider community.
- ✓ Promote effective communication, partnership and collaboration across the school community.
- ✓ Ensure pastoral care reflects the individual social, cultural and emotional needs of every pupil.
- ✓ Promote positive behaviour, respect and inclusion in line with the school's values and policies.
- ✓ Encourage pupils to develop confidence, self-discipline, respect and a strong sense of belonging.
- ✓ Build positive relationships with pupils, parents and carers across the school community.
- ✓ Ensure parents and carers receive clear, accessible information about their child's progress and school life.
- ✓ Encourage parents and carers to play an active role in school life.
- ✓ Develop partnerships with local organisations and other schools to enrich learning and share best practice.
- ✓ Support pupils in making a successful transition to secondary education.
- ✓ Ensure strategic planning reflects the diversity, values and needs of the school and local community.
- ✓ Promote your school and The Elliot Foundation as leaders in education within the local community.

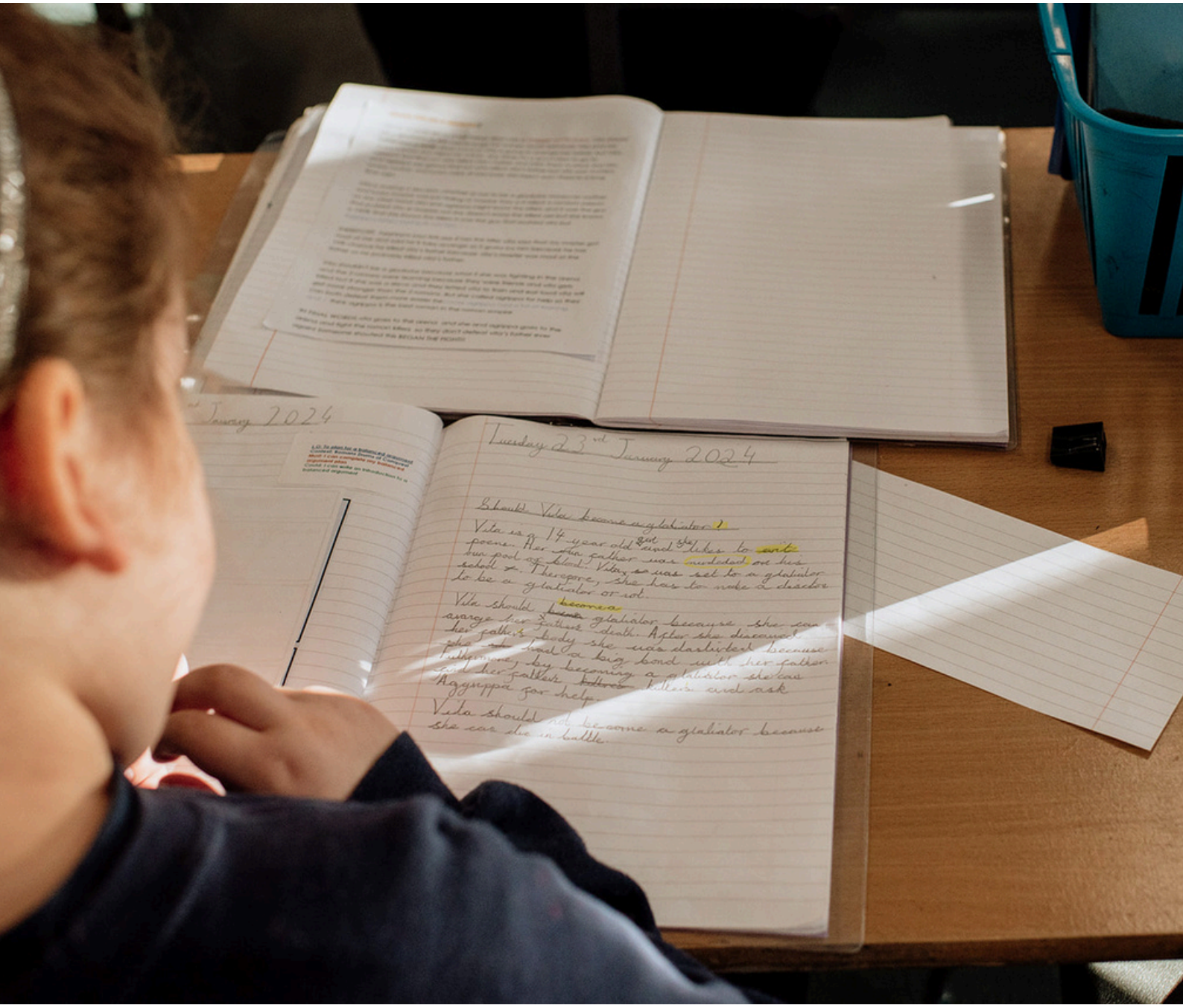
Safeguarding

- ✓ Act as the Designated Safeguarding Lead (DSL), supervising the work of the wider safeguarding team.
- ✓ Lead staff induction and professional development to promote best practice in safeguarding.
- ✓ Review the school's safeguarding policy and procedures annually.

RESPONSIBILITIES & EXPECTATIONS

Other duties

- ✓ Undertake any other reasonable duties appropriate to the role of Principal.



REQUIREMENTS

Education and Qualifications	Required	Desired
Degree; Qualified Teacher Status	✓	
NPQH or equivalent CPD		✓
Evidence of continued CPD, reflective practice and research	✓	
Knowledge & Experience		
Leadership experience in primary schools (as a Principal, Deputy Principal or Vice Principal) with track record of transformational change	✓	
A proven track record of providing vision and leading change and effective improvement strategies to raise standards for all abilities	✓	
Use of innovative approaches and latest technologies in the development of teaching and learning, including assessment for learning	✓	
Successful management of school self-evaluation, improvement planning and target setting	✓	
Experience and knowledge of Ofsted inspection processes	✓	
Leadership in staff professional development	✓	
Leadership in pastoral/pupil personal development, within a robust whole academy safeguarding culture	✓	
Successful partnership working with other schools, relevant service agencies and stakeholders	✓	
Successful experience of human and financial resource management		✓
Thorough understanding of national priorities, current curriculum developments and an ability to design and implement an innovative curriculum based on pupils' needs	✓	
Demonstrable knowledge and understanding of equality issues and legislation	✓	
Experience of organising collaborative partnerships with other service providers to meet the needs of the whole child	✓	

REQUIREMENTS

Professional Skills	Required	Desired
Ability to think and plan strategically and to monitor, evaluate and review all aspects of the school	✓	
Commitment to a pupil centred approach to the delivery of thecurriculum, ensuring inclusive learning	✓	
Demonstrable ability to lead, motivate, develop and inspire staff and to encourage family and community involvement	✓	
Ability to analyse and interpret data and set challenging but realistic performance targets	✓	
Ability to work effectively as part of the academy team and with the Central Trust team, school leaders across the Trust, community councillors, trustees, pupils, parents/carers, stakeholders and partners beyond the education sector	✓	
Highly developed communication and interpersonal skills, with the passion, presence and credibility to lead, empower and inspire a wide range of stakeholders	✓	
Personal Qualities		
Able to demonstrate commitment to the values and behaviours which flow from The Elliot Foundation Academies Trust Values and ethos	✓	
Able to self reflect and challenge existing thinking across the Trust constructively	✓	
Able to take responsibility and take action ensuring high expectations of self and others, including courage, challenge and integrity	✓	
Proactive and positive approach	✓	
Resilience; the ability to work under pressure and meet deadlines	✓	

Safeguarding Checks

We are committed to safeguarding and promoting the welfare of children and young people. All staff and volunteers are expected to share this commitment and behave in a way which reflects this.

Appointment to this post will be subject to satisfactory safeguarding pre-employment checks including a Barred List check, Disclosure and Barring Service check, and references.

Please note, it is a criminal offence to apply for this post of employment if you are barred from working with children and young people.

NEXT STEPS

Before you apply:

Please visit the Elliot Foundation website: www.elliotfoundation.co.uk

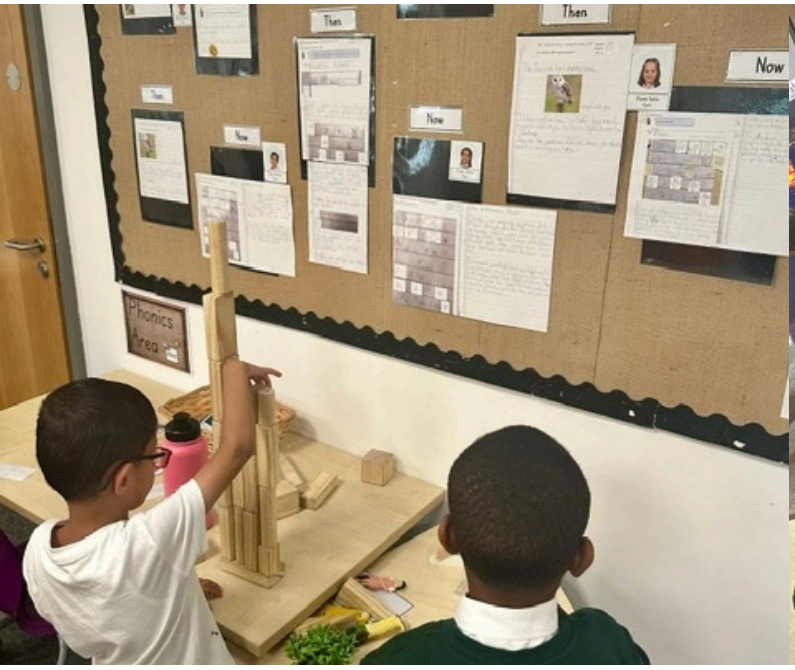
HOW TO APPLY

ImpactMatch is acting as an employment agency advisor to the Elliot Foundation. Candidates should register for this role via the button below and follow the instructions to upload a CV and cover letter of no more than two sides of A4 and complete the online equal opportunities monitoring* form.

Is this the role for you? Register if you think we're a good match and we'll get in touch to let you know the next steps. Registration deadline: **Tuesday 24 November.**

*The equal opportunities form will not be shared with anyone involved in assessing your application. Please complete as part of the process.

REGISTER NOW



NEXT STEPS

Inclusion Statement:

As a social impact organisation, the Foundation believes everyone, regardless of visible or invisible difference, should be welcomed to participate in creating a better future. We are committed to achieving equality of opportunity for every team member. To achieve our goals, we need a diversity of ideas, which can only come from a diverse range of people with different perspectives and backgrounds.We aspire to maximum inclusion in our work and endeavour to challenge systemic inequity and all forms of discrimination. We therefore welcome applications from everybody who is committed to our values and can demonstrate the skills, competencies, and experience required for the role applied for.

GDPR Personal Data Notice:

GDPR personal data notice: According to GDPR guidelines, ImpactMatch are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

ABOUT IMPACTMATCH

PURPOSE LED | OUTCOME OBSESSED | LEGACY FOCUSED

Delivering the plan, people, partnerships and support that match responsible intent to impact.

ImpactMatch are experts in creating Social Impact, knowing only too well what great leaders can do. We are passionate about delivering the best solutions for our clients quickly.

Operating within our extensive network, we partner closely with public, private and third sector individuals who share our passion for impact led work. These individuals across the UK and the globe get us in front of the right candidates with care and precision.

We offer matches to Board advisory, Executive and Leadership Search, Executive Advice as well as Impact Strategy. We also host a no-fee access ImpactMaker masterclass to share expert advice to #ImpactMatch followers from our high impact networks.

WHO WE ARE

ImpactMatch is an end to end social impact partner. We deliver the plan, people, partnerships and training that turn purpose into measurable impact.

HOW WE DO IT

- **Impact Strategy:** Design and deliver measurable social impact strategies, reporting and leadership capability.
- **Impact Talent:** Connect organisations with values-aligned leaders, advisors and partners.
- **Impact Communications:** Amplify impact and build capability through data-led communications, campaigns, connected leadership and training.

For more information, visit impactmatch.global, follow us on LinkedIn and Instagram and join our community.