



**KING'S LYNN ACADEMY**  
**PRINCIPAL**  
**CANDIDATE PACK**

# WELCOME LETTER

Dear Candidate,

Thank you for your interest in the Principal role at King's Lynn Academy.

This is a significant moment for the academy. Over the past eight years, the school has undergone a sustained period of improvement: moving from significant weakness to a secure "Good judgement", with a culture that is now calm, inclusive and ambitious.

The next phase will be about precision, consistency and impact.

We are looking for a Principal who can:

- build on the strong foundations already in place
- secure consistently strong teaching across all subjects
- accelerate pupil progress, particularly at Key Stage 4
- maintain and deepen the academy's inclusive ethos

King's Lynn Academy matters to its community. It is an oversubscribed school with growing confidence from families, and a clear moral purpose: to provide a high-quality local education that enables every young person to succeed.

Within Eastern Multi-Academy Trust, you will work alongside a group of committed leaders across primary and secondary phases. The Trust provides strong professional support, but also expects clarity, accountability and impact.

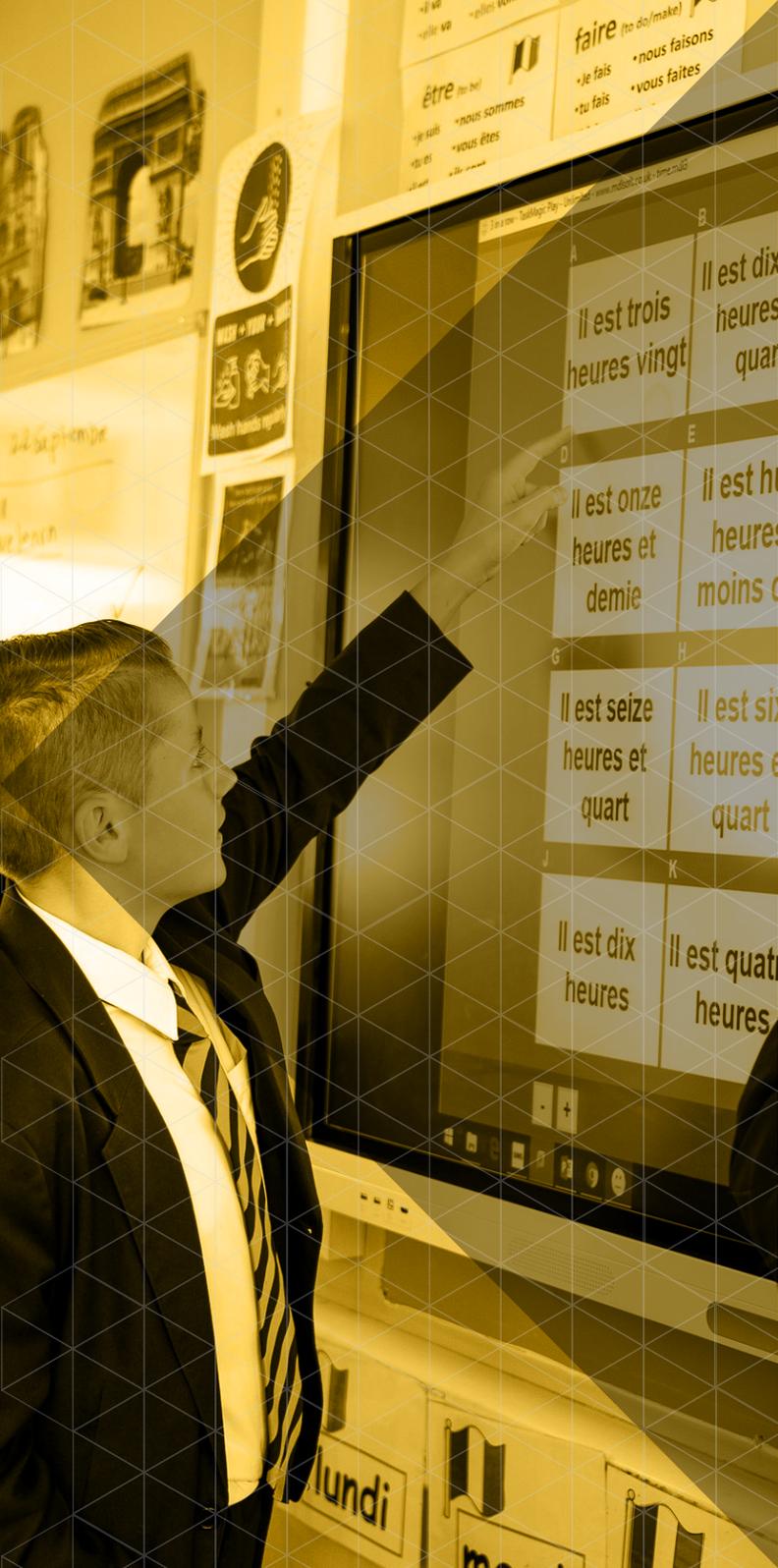
We are looking for a leader who can move the school from from sustained improvement to consistently high performance, with measurable improvements in outcomes and consistency.

If this aligns with your experience, purpose and ambition, we would welcome your application.

Yours sincerely,



Paul Shanks  
**Chief Executive Officer**



# OUR CORE VALUES, CULTURE AND ETHOS

KLA (Kings Lynn Academy) sits at the heart of its community and with its full support, numbers have grown consistently and this year sees it as the most oversubscribed secondary school in Norfolk

KLA is a friendly school, staff and students have strong relationships and the ethos of care runs through everything that we do from termly Personal Development meetings to wide and varied enrichment opportunities, charity events and leadership opportunities for all.

There is a clear and embedded safeguarding ethos at KLA; staff and students know how, when and where to seek advice and support for any concerns they may have about themselves or somebody else.

Alongside curriculum and enrichment opportunities KLA embraces community fund raising; together our students, parents and staff have raised more than £9000 for Macmillan and have welcomed more than 100 local elderly residents in for a celebratory Christmas lunch, cooked and provided by KLA staff and students.

Student voice is valued at KLA, our Student Commission team work alongside curriculum and pastoral teams to ensure that the attitudes and feelings of the student body are considered in everything we do: In addition to the formal Student Commission student voice is gathered regularly as part of policy writing and overall academy development.

At KLA, we do not believe that exclusion is an appropriate sanction for any but the most serious offences that compromise Health and Safety of staff and pupils or the smooth running of our school. Our ethos is built on enabling pupils to become responsible adults, including appreciating that actions have consequences. In embodying this ethos, we don't see it as helpful if pupils can anticipate a day off as an unhelpful 'reward' for unacceptable behaviour - we believe that in almost all circumstances the right place for children is in school.

Despite very high levels of need, suspensions at KLA have fallen from 10 times the national rate to around one third of the national rate, and the permanent exclusion rate is well below national levels with only 1 PEX since 2019. This is predominantly due to the specialist resource provision for SEMH within the academy that is seen as the flagship for Norfolk's Secondary Inclusion Model. The academy also has its own integrated SEND unit known as CUB (Catch-up Base) to support students with additional needs.

# PRINCIPAL JOB DESCRIPTION

**POST TITLE:** Principal

**JOB FAMILY:** Academic Leadership

**GRADE / BAND:** L26 - L39 (£95k - £130k)

**RESPONSIBLE TO:** Director of Education

**DIRECT REPORTS:** Leadership/Management, Teachers, Academic Support Staff, Business Support/Administration

**WORK PROFILE:** Full time, Permanent

**ROLE PURPOSE:** The Academy Principal is responsible for the overall leadership, management, development and performance of an individual academy within Eastern Multi Academy Trust. This role is pivotal in ensuring the academic success and well-being of pupils, fostering a positive learning environment for pupils and staff alike, and managing all relevant resources within the academy effectively to achieve the agreed Academy Development and School Improvement Plan. The role works in partnership and close collaboration with staff, governors and wider Trust stakeholders to ensure the academy's success and that both pupils and staff can achieve their full potential.

## KEY PRIORITIES:

### 1. Leadership and Governance

- Strengthen leadership accountability at all levels
- Work effectively with the Trust and Local Governing Committee
- Align academy practice with Trust priorities

### 2. Curriculum and Teaching

- Secure consistency in teaching across all subjects
- Ensure strong curriculum implementation
- Embed effective assessment and responsive teaching

### 3. Attendance and Behaviour

- Maintain a calm, safe and purposeful environment
- Improve attendance and reduce persistent absence
- Sustain strong behaviour systems

### 4. Achievement

- Improve Progress 8 and attainment outcomes
- Reduce variation between subjects
- Close gaps for disadvantaged pupils

### 5. Personal Development and Wellbeing

- Deliver a strong personal development offer
- Support pupil wellbeing and readiness for next stages
- Promote aspiration and engagement

### 6. Inclusion

- Maintain and strengthen inclusive provision
- Ensure effective SEND support
- Develop alternative provision where appropriate



## CORE RESPONSIBILITIES:

### Leadership & Strategy

- Lead the academy improvement strategy with clarity and pace
- Translate Trust priorities into operational practice
- Use self-evaluation and data to drive decision-making

### Teaching & Learning

- Ensure consistently high-quality teaching
- Implement robust quality assurance systems
- Hold leaders accountable for standards

### Outcomes & Standards

- Monitor pupil progress and intervene early
- Close gaps for disadvantaged and vulnerable pupils
- Ensure strong examination outcomes

### Staff & Culture

- Recruit, develop and retain high-quality staff
- Create a culture of professional accountability and support
- Lead effective CPD aligned to school priorities

### Inclusion & Safeguarding

- Maintain a strong safeguarding culture
- Ensure inclusive provision meets pupil needs
- Promote attendance and engagement

### Resources & Operations

- Ensure effective financial and resource management
- Deliver value for money
- Maintain a safe, efficient learning environment

### Governance & Trust Collaboration

- Work closely with the Trust and Local Governing Committee
- Contribute to Trust-wide improvement work
- Operate within EMAT policies and frameworks



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*The Eastern Multi-Academy Trust is committed to creating a diverse workforce. We'll consider all qualified applicants for employment without regard to sex, race, religion, belief, sexual orientation, gender reassignment, pregnancy, maternity, age, disability, marriage or civil partnership.*

# PRINCIPAL PERSON SPECIFICATION

AF/E: Eligibility (this will be checked by the recruitment team)

AF: Application Form | C: Certificate | T: Test | I: Interview

ROLE CRITERIA	ESSENTIAL/ DESIRABLE (E/D)	EVIDENCE METHOD
<b>QUALIFICATION / EDUCATION</b>		
Degree level holder in relevant subject.	E	AF/C
Qualified Teacher Status (QTS) or equivalent.	E	AF/C
Committed to achieving or hold a recognised professional and/or management and leadership qualification relative to Education or the Role (E.g. NPQH/ NPQEL).	E	AF/C
Maintains a relevant, purposeful and contemporary CPD and Professional learning profile.	E	I
Safeguarding / Designated Persons training.	E	AF/C
<b>EXPERIENCE</b>		
Proven leadership and management experience in an educational setting.	E	AF/I
Proven and embedded leadership and management practice in Headship or Deputy Headship within a Secondary setting.	E	AF/I
Proven track record of improving outcomes for Year 11 GCSEs and across all year groups.	E	AF/I
Evidence of developing and sustaining a learning community; fostering a positive and inclusive learning and working environment.	E	AF/I
Working with and developing evaluation and assessment practices for quality curriculum and teaching standards, managing this through monitoring, quality assurance, assessment and evaluation of pupil progress and academic outcomes.	E	AF/I
Demonstrates effectively planning, directing and managing financial, physical and human resources to efficiently delivery quality education and public service delivery.	E	AF/I
Recognises and empowers all people to engage, motivate, develop and perform in their role. Providing support, test and challenge to embed a culture of staff attendance, active contribution and professionalism across all roles in the academy.	E	AF/I
Evidence of developing community cohesion through positive engagement, with parents, stakeholders, the wider community and external agencies.	E	AF/I

# PRINCIPAL PERSON SPECIFICATION

ROLE CRITERIA	ESSENTIAL/ DESIRABLE (E/D)	EVIDENCE METHOD
<b>KNOWLEDGE</b>		
Understands and has working knowledge of educational trends and best practice, including in depth knowledge of the KS3 and KS4 curriculum and assessment.	E	AF/I
Current and sound understanding of regulatory frameworks, compliance, legal considerations, governance and multi-academy operating practices.	E	AF/I
Operates and prioritises Safeguarding adherence, embedding safeguarding culture, practice, policies and procedures.	E	AF/I
Understands and has a leadership approach that is agile in style to balance leadership and management practice.	D	I/T
<b>SKILLS AND ABILITIES</b>		
Developed communication skills both written and verbal reporting, with presentation presence and sound negotiation skills.	D	AF/I
Plans communications effectively to establish relationships between the academy and its key audiences to maintain a positive reputation and engage with internal and external audiences.	D	I/T
Skilled stakeholder management; understanding the different needs and influences. Organising, monitoring and building relationships.	D	I/T
Developed thinking and awareness of influencing and embedding cultural change.	D	I/T
Takes a coaching approach or has a coaching mindset.	D	I/T
Actively role models ethical, equitable and inclusive leadership.	E	I/T
Upholds the Seven Principles of Public Life (Nolan Principles) as both servant of the public and steward of public resources.	E	I/T
<b>OTHER</b>		
Has achieved and maintained a good attendance, conduct and performance record.	E	AF/E
Full UK driving licence and a vehicle available for business use, or ability to travel in accordance with geographical and business needs.	E	AF/I

## GENERAL OBLIGATIONS

- Promoting and complying with EMAT's policies holistically including (but not limited to) Safeguarding, GDPR, Code of Conduct and Health and Safety both in the delivery of services and the treatment of others.
- Complying with and promoting equality legislation to advocate inclusion, diversity and equality. Taking steps to eliminate unlawful discrimination and behaviour, to advance equality of opportunity and foster good relations.
- To carry out such other duties which are consistent with the nature, responsibilities and grading of the post.
- All staff must adhere to and comply with Data Protection, Freedom of Information and Human Rights legislation and the Authorised Professional Practice (Information Management). It is the responsibility of all staff to maintain data quality and security. Therefore, when inputting, updating and using EMAT information, you are to ensure that it is Accurate, Adequate, Relevant and Timely (AART), and that it is used / disclosed for business purposes only and kept secure. The most current guidance and advice in respect of compliance with the legislation and information / records management standards can be found on EMAT's website.
- Supervisors and managers have the additional responsibility of ensuring that staff undertake the appropriate training and fully understand and apply the required Trust policy, procedures and information / records management standards in the course of their duties. Supervisors and managers should ensure that staff understand their responsibilities in maintaining data quality and security and have appropriate processes in place to monitor compliance.





## MODELLING OUR VALUES AND STRENGTHENING OUR CULTURE

Our vision is to ensure that all of our children and young people are prepared to learn for life by equipping them with the skills, experiences, and a high-quality education, empowering and motivating them to achieve their full potential now and in the future. This is underpinned by our aim to be the Educator and Employer of choice across all areas that we serve through our values of Empower, Motivate, Aspire and Transform.

We model our values day-to-day to create an environment where all successful People within EMAT demonstrate the attributes, behaviours and outcomes that are needed in order to achieve the Trusts vision. Our actions are consistent with the seven principles of public life.

For our pupils, by ensuring all our children and young people are prepared to learn for life by equipping them with the skills, experiences, and quality first education, empowering and motivating them to achieve their full potential now and in the future.

For our People, by ensuring that at all levels of the organisation, without exception, we are committed to challenging ourselves and each other in the pursuit of professional standards, excellence and making EMAT an outstanding place to work and belong.

Our behaviours will be embedded in leadership and development training, recruitment and selection, promotion, development programmes and appraisal/PDR.

Our Cultural Expectations are:

1. Concern for People
2. Providing Opportunity to others and assisting in Self Development
3. Creating a culture of empowerment, motivation, achievement and transformation
4. Encouraging Team effort
5. Maintaining fairness, honesty and integrity
6. Having open, consistent and regular communication with each other
7. Encouraging Community and Inclusion
8. Encouraging Creativity
9. Being committed to Quality and Efficiency
10. Remaining attentive to our commercial needs
11. Dedication to improvement
12. Building EMAT on a basis of need

## NOTES

This job description outlines the main responsibilities of the role at the date shown. It will be reviewed periodically through Job Evaluation and the Professional Development Review (PDR) process, and may be updated to reflect changes to the workforce establishment, organisational structure and organisational design. Reasonable adjustments and flexible working will be considered in line with the Equality Act 2010.

When completing the application form, candidates must clearly demonstrate how they meet the criteria identified for assessment at the eligibility stage (AF/E) and application stage (AF). Candidates who do not demonstrate that they meet the essential criteria may not be shortlisted.

All essential criteria will also form part of the Professional Development Review (PDR) process once in post. Criteria marked as desirable at selection stage will be expected to be developed and demonstrated once in post and will also be reviewed through the PDR process.



# Academicis

## HOW TO APPLY

If you would like to discover more about this exciting opportunity, need any further information, have an informal discussion or arrange a visit then please contact our retained consultant at Academicis, Alpha Parish:  
[aparish@academicis.co.uk](mailto:aparish@academicis.co.uk) or 01223 907979 / 07436 971517

Closing date: Monday 20th April 2026

Interviews: Monday 27th April 2026

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