

Teacher Development Trust

Job Profile

Marketing Leader

Reports to: Chief Operations Officer

Responsible for:

Role Purpose

To be responsible for leading the development and implementation of the Teacher Development Trust's marketing strategy, to develop marketing plans, implement and evaluate marketing campaigns and provide marketing support to colleagues across TDT's products and services.

Responsibilities

1. In common with all Trust staff

- 1.1 To support the philosophy, aims and objectives of the Teacher Development Trust and to champion its work;
- 1.2 To ensure the best possible experience and outcomes for the Trust's clients and stakeholders;
- 1.3 To support collective responsibility, knowledge sharing and team working across the organisation;
- 1.4 To promote and champion equality, diversity and inclusion;

2. Particular to this post

- 2.1 To lead the planning, implementation and evaluation of the Teacher Development Trust's marketing strategy.
- 2.2 To work closely with colleagues and external individuals to develop content for TDT. This will include using Wordpress to create, edit and promote both static and dynamic content such as landing pages, blogs, news stories and case studies.
- 2.3 To plan, implement and evaluate integrated marketing campaigns, using online and offline channels to promote TDT's events and training programmes.

- 2.4 To provide marketing content and support for the planning, promotion and delivery of Trust events and courses.
- 2.5 To manage end-to-end campaign cycles and provide day-to-day product marketing support.
- 2.6 To carry out market research to inform and support the development of the Teacher Development Trust and its programmes.
- 2.7 To generate new ideas for marketing approaches and activity based on market research, insight and analytics.
- 2.8 To be responsible for the effective management and application of TDT's brand by supporting staff to understand and adhere to brand guidelines.
- 2.9 To lead on the production and delivery of TDT's marketing publications and design, both printed and digital, including oversight of copy-writing, editing and the design of all publications, marketing materials, reports and exhibits for external events.
- 2.10 To co-ordinate the content of TDT's fortnightly newsletter, liaising with colleagues and external agencies as appropriate.
- 2.11 To advise on the best channels and mix to engage with target audiences and tailor content to reflect the channels being used.
- 2.12 To manage the marketing budget to develop branded online and offline collateral for ensuring that all new marketing materials and assets reflect the needs of the organisation.
- 2.13 To ensure that marketing plans are implemented on time and in budget.
- 2.14 To attend meetings with Trustees, provide regular updates and respond to queries as requested.
- 2.15 To work with members of the team to deliver high quality conferences for Network member schools.
- 2.16 To plan, facilitate and support TDT colleagues with a variety of speaking engagements.
- 2.17 To support colleagues and contribute to the strategic development of TDT and its work with schools.
- 2.18 To undertake administrative tasks to support TDT programmes and activities as required.

- 2.19 To mentor new staff as required.
- 2.20 To ensure that the existing quality of delivery is maintained and improved.
- 2.21 To work with colleagues to ensure continuous improvement of existing programmes.
- 2.22 Such other duties of a similar nature that may be required from time to time.

Person Specification

Marketing and Business Development Leader

Qualifications

1. Degree or professional qualification in marketing or communications.

Skills, Knowledge and Experience

2. Experience in the design, delivery and evaluation of marketing strategies.
3. Experience of developing and implementing integrated marketing plans and delivering them on time and on budget with proven results.
4. Ability to plan, implement and evaluate both online and offline marketing techniques and campaigns.
5. Budget management experience.
6. Experience of marketing content management.
7. Experience of the strategic use of social media including Twitter, Facebook, Instagram and LinkedIn.
8. Ability to generate successful ideas for promotional campaigns.
9. A strong commitment to education, the non-profit sector and improving educational outcomes for children.
10. Knowledge of the current educational landscape, including an understanding of professional development.
11. Knowledge and expertise in building effective relationships with the ability to work with and relate to people from diverse backgrounds.
12. Excellent interpersonal, relationship management and communication skills with a proven ability to develop effective networks.
13. Ability to offer effective advice and support on a range of educational issues, including professional development and training.
14. Analytical thinking and writing skills.
15. Administrative experience with excellent organisational skills and attention to detail.
16. Flexible, with the ability to adapt to an ever-changing, growing organisation and to be self-motivated.

17. Computer/IT skills and knowledge of Microsoft Office, including Word, Excel and PowerPoint.

Desirable

18. Good understanding and working knowledge of Wordpress, Salesforce and Mailchimp.

19. Experience in developing webinars and webcasts.

20. Adobe Creative Suite experience.

21. Hubspot or inbound marketing software experience.

22. Professional experience in the education sector.