

Marketing Leader

The Teacher Development Trust (TDT) is an established and fast-growing charity based in London that is dedicated to improving the educational outcomes for children by raising the quality of teacher professional development.

Impact is key. Our work is always underpinned by the highest quality research and supported by the strongest engagement with stakeholders across the sector. Following the promotion of the current post holder, we are now seeking to recruit a new Marketing Leader to be responsible for the development and implementation of the Teacher Development Trust's marketing strategy, including developing marketing plans, implementing and evaluating marketing campaigns, and providing marketing support across TDT's products and services.

About Teacher Development Trust

TDT launched in May 2012 and has forged partnerships with almost all of the major education organisations and government. Our mission is to promote powerful approaches to teacher professional development that help children succeed and teachers thrive.

Our Network has grown rapidly across the UK and supports schools to embed evidence-based and effective approaches to teaching. It is making a real difference to teachers and pupils across the country and is built on the very latest research and leading practice. We provide up-to-date intelligence to support schools in implementing best practice around professional learning, as well as implementation guides, tools and resources. We also facilitate collaboration between our Network schools and provide expert advice.

In addition, we provide more bespoke and tailored services to schools, including an audit of their practice to guide schools in determining their next steps. We have recently launched an exciting new project focused on supporting effective professional learning in the most disadvantaged schools. Through the project, schools in challenging circumstances are supported through CPD Excellence Hubs to develop a culture and processes that best support their staff and students.

Our innovative national database of training, TDT Advisor, is driving up standards in professional development and allowing teachers to access the most effective courses and consultancy to improve their schools.

This is an exciting opportunity to lead on the development of a fast-growing and influential education charity. We're looking for an experienced and enthusiastic individual to lead our team in supporting our existing services and programmes as well as developing new projects and areas of expertise. We have an excellent track record of staff developing within the charity, as well as staff who have

developed their careers into schools, other charities, and the public sector.

For more information go to www.tdtrust.org

About the role

Key Responsibilities

- Lead the planning, implementation and evaluation of the Teacher Development Trust's marketing strategy;
- Work closely with colleagues and external individuals to develop content for TDT, including using Wordpress to create, edit and promote both static and dynamic content such as landing pages, blogs, news stories and case studies;
- Plan, implement and evaluate integrated marketing campaigns, using online and offline channels to promote TDT's events and training programmes;
- Provide marketing content and support for the planning, promotion and delivery of Trust events and courses;
- Manage end-to-end campaign cycles and provide day-to-day product marketing support;
- Carry out market research to inform and support the development of the Teacher Development Trust and its programmes;
- Generate new ideas for marketing approaches and activity based on market research, insight and analytics;
- Be responsible for the effective management and application of TDT's brand by supporting staff to understand and adhere to brand guidelines;
- 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;
- Co-ordinate the content of TDT's fortnightly newsletter, liaising with colleagues and external agencies as appropriate;
- Advise on the best channels and mix to engage with target audiences and tailor content to reflect the channels being used;
- 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;
- Ensure that marketing plans are implemented on time and in budget.

Personal Qualities and Experience

- Degree or professional qualification in marketing or communications;
- Experience in the design, delivery and evaluation of marketing strategies;
- Experience of developing and implementing integrated marketing plans and delivering them on time and on budget with proven results;
- Ability to plan, implement and evaluate both online and offline marketing techniques and campaigns;
- Budget management experience;
- Experience of marketing content management;
- Experience of the strategic use of social media including Twitter, Facebook, Instagram and LinkedIn;
- Ability to generate successful ideas for promotional campaigns;
- A strong commitment to education, the non-profit sector and improving educational outcomes for children;
- Knowledge of the current educational landscape, including an understanding of professional development;
- Knowledge and expertise in building effective relationships with the ability to work with and relate to people from diverse backgrounds;
- Excellent interpersonal, relationship management and communication skills with a proven ability to develop effective networks;
- Flexibility, with the ability to adapt to an ever-changing, growing organisation and be self-motivated.

Other Information

Reports to: Chief Operations Officer

Location: Finsbury Park, London

Duration: Permanent, Full Time. (Part time working may be available for the right candidate.)

Salary: c. £30k

Benefits: 8% employer pension contribution; opportunities for flexible and remote working; wide-ranging opportunities for personal and professional development

Interested candidates should email the following to steve.poland@tdtrust.org by **30 June 2019**

Cover Letter – please explain why you want to work as Marketing Leader for the Teacher Development Trust and in the non-profit/education sector and how your skills, knowledge and experience are relevant to this role.

Please also state where you saw this job role advertised.

CV

The names of 2 referees, one of whom should be your current or most recent employer (references will not be taken up until after interview)

Shortlisted applicants will be invited to interview. Interviews are scheduled to take place mid-July. Due to the anticipated volume of applications we are unfortunately unable to provide detailed feedback.