



**Head of Partnerships
(Sales & Marketing)
Appointment Brief**

October 2021

Welcome

Dear Applicant

Change comes hard in education - there are no silver bullets but this doesn't stop enormous resources and efforts being expended on improvement. Schools and teachers are therefore subject to wave upon wave of improvement efforts and attempts at control and change, directed at large scale from the centre.

But education is a complex, human endeavor. It requires enormous expertise, humanity and agency 'at the chalkface'. It requires equipping teams of education professionals with the best ideas, skills and perception of the entire profession to collectively navigate this complexity and continue improving. Our mission is to unlock the potential of every school to be a place where staff thrive and pupils succeed.

The Teacher Development Trust has been going through a period of rapid growth and expansion, fuelled by major new programmes and contracts as well as the continued growth of our national community of members. We are ambitious to harness this momentum to further extend our reach and impact.

This recent growth has allowed us to plan to expand our Senior Leadership Team with the addition of a new pivotal role. We're now looking for a **Head of Partnerships** who can help us grow further, capitalising on TDT's solid

business development foundations and a respected reputation across the education sector.

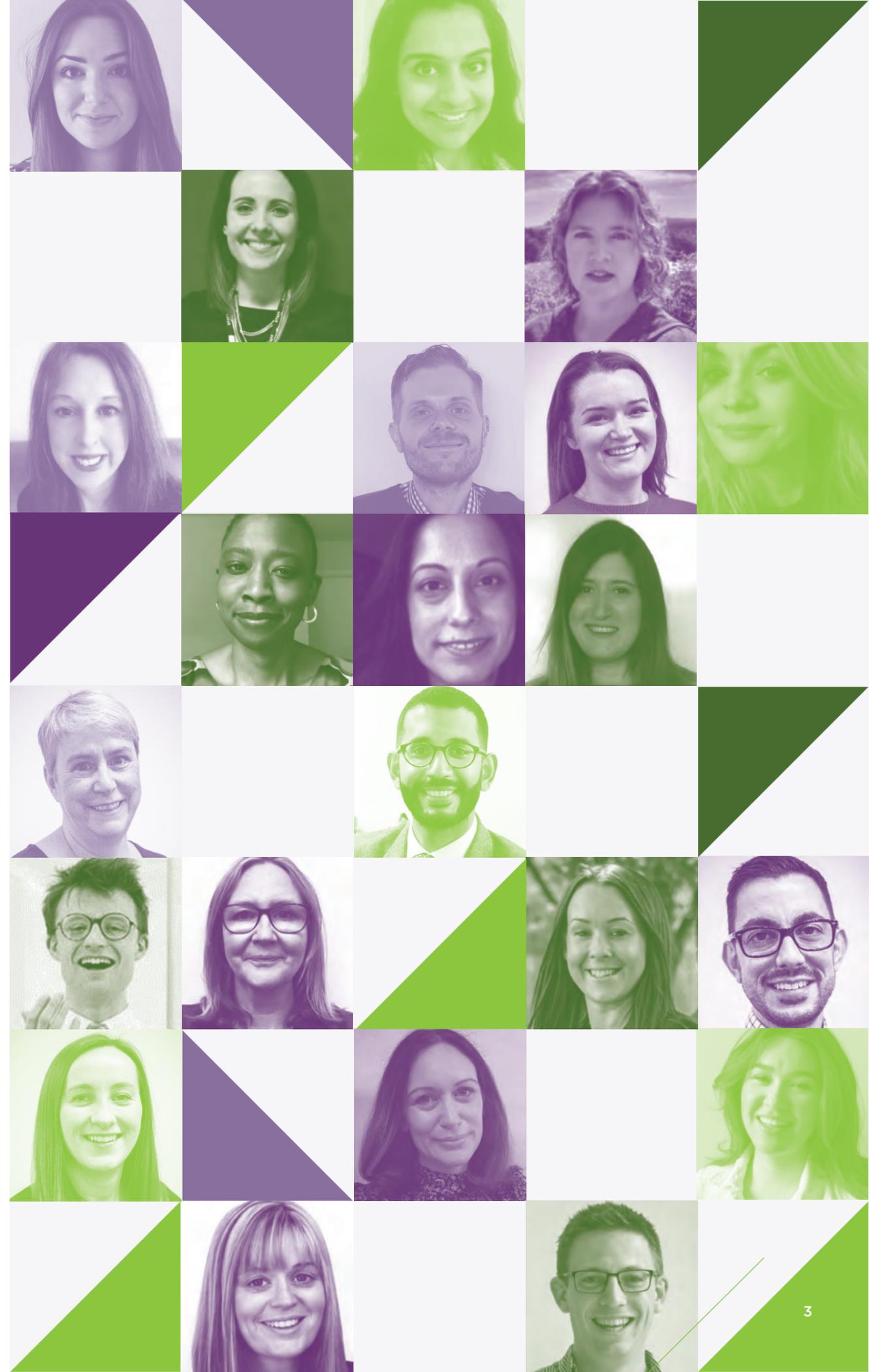
Playing an active role in both strategic planning and delivery, the role will support our growth ambitions through further building our internal infrastructure and capacity around sales and marketing, including leading and supporting a dedicated team of both direct and matrix reports, whilst personally building and securing new business opportunities.

We have an excellent track record of staff developing within the charity and launching careers across the education sector, so there is plenty of scope for this individual to build their own career within the role and organisation as we grow.

I and my colleagues look forward to hearing from you.

David Weston

David Weston
Chief Executive



Our Work

Founded by teachers and school leaders in 2012, the Teacher Development Trust (TDT) is the national charity for effective professional development in schools and colleges. We are dedicated to improving the educational outcomes of children by ensuring they experience the most effective learning. We build tools to help teachers transform their practice and achieve success for all their pupils.

Our approach is underpinned by the key principles of effective teacher professional development and learning. Using a strong international evidence base of what constitutes successful teacher professional development, we are working with the entire education sector to promote the principles of good Continuing Professional Development (CPD) by:

- **TDT Network:** Stimulating demand for high quality CPD through our membership of schools & colleges supporting world class, evidence-informed professional learning
- **Training:** delivering training, including National Professional Qualifications, and bespoke consultancy support to schools engaging in collaborative teacher enquiry models
- **Research and Advocacy:** Publicising and disseminating research, and campaigning to raise the status of professional development

- **Quality Assurance:** Encouraging providers to attain high standards and shaping a quality assurance (QA) system for teacher development across England through our Wellcome commissioned project alongside Chartered College of Teaching and Sheffield Institute of Education.

Our Outcomes and Impact includes:

- Publishing the [Developing Great Teaching](#) report – a review of the research in the area
- Creating DfE-funded CPD Excellence Hubs
- Helping set up the Chartered College of Teaching
- Helping influence the [DfE CPD Standards](#)
- Developing a system of CPD QA

For more information about our work, please click [here](#). To read our latest annual report, including our achievements across the last year, please click [here](#).

We know that even the most successful school leaders can find themselves pouring ever-more effort and ideas into their schools only to be met with change fatigue. We help schools and colleges create a thriving, research-rich improvement culture that sticks.

Strategy and Values

In partnership with the Board of Trustees, TDT is currently in the process of developing the next 5-year strategy. The Head of Partnerships will help us reflect on current policy and practice across the sector and will play an important role in influencing the shape, delivery and quality of our work through this new strategy.

Having recently secured a new Department for Education grant to deliver National Professional Qualifications, we are seeing significant growth in our turnover, our team size and our rate of content creation. In light of this, we will be focussing significant energy on developing and integrating the different strands of our work, creating a cohesive programme of services and staff team that continues to deliver our wider mission as we grow and scale the organisation.

We will continue to refocus our attention around serving school groups across Local Authorities, Trusts, Teaching School Alliances and Federations to build momentum around CPD culture and develop powerful systems of staff development - resulting in boosts in shared learning, recruitment, retention, and outcomes.

We will continue to support research into professional learning and use this evidence to advocate for best practice in schools and colleges, influencing policy makers to effect positive change to the educational system.

We will continue to capitalise on new opportunities and build on our ability to provide responsive, adaptable and sustainable products and services around school needs, something we were able to pivot around during the covid pandemic by growing our digital approach. We want to deepen our understanding of our impact and will be exploring both our current process of evaluation alongside new and external evaluation approaches.

Our Values

- **Smart:** we're authoritative, research & practice informed, carefully critical & cautious and enthusiastically nerdy about learning, exploring, researching, discovering;
- **Humble:** we are self-reflective, non-defensive, non-judgemental, non-partisan; we hold our views carefully and lightly and won't become entrenched;
- **With Heart:** we act to be harmonious, collective, empowering, engaging, energising for everyone; inclusion and equity are important to us; we want to bring people with us on the journey, not make them victims of it;
- **Relevant:** we stay close to the pulse of the complex reality of real school life, of policy life, of system leading organisations; we become and remain influential; we express ourselves in clear language that is understandable and actionable;
- **Charitable:** we're about winning hearts and minds to create sustainable change and creating a legacy that outlasts us; we take seriously the privilege of being a charity and also take seriously the stewardship of resources, influence and power that we have to use responsibly for the greater good.

Team size

The team has grown from eight staff members in March 2021 to nineteen in August 2021. The senior leadership team comprises the CEO, the Head of Operations and the Director of Education. Three further staff attend Extended Senior Leadership Team meetings: the Network Programmes Lead, the Head of Leadership Content and the Head of Leadership Delivery.

You can find out more information about our exceptional team [here](#).

Job Description

Role Purpose

1. To deliver ambitious growth targets in the Teacher Development Trust's reach and impact through an integrated sales and marketing strategy, growing the number of high quality, impactful relationships with network members, partner groups and training participants.
2. To lead, monitor and develop the Trust's communication work, including social media, newsletters, PR and our website, raising awareness of our message, ensuring understanding of our key messages and evidence, increasing interest in our work.
3. As a member of TDT's senior leadership team, provide strong leadership in every aspect of your role, championing our values and ethos not only in external messaging but in the way we work with our team members. Report directly to the Board of Trustees.

Key Responsibilities

- Work with the senior leadership team to update and implement an ambitious growth and communication strategy that aligns with our values and delivers charitable impact at scale;
- Grow and support a highly effective, mission oriented and engaged team to deliver on this strategy including focusing on professionally developing team members and, where appropriate, recruiting new members of the team;
- Increase awareness of the Trust across our target audiences, generating interest and quality marketing leads that meet our growth targets;
- Lead our partnership and sales pipeline, working across the whole team to coordinate conversations that feel supportive and generate commitment to work with TDT across our range of services and programmes;
- Strategically lead the full range of TDT communication platforms and channels, ensuring the team deliver high quality, aligned messaging including across our website, newsletters, social media channels and PR output;
- Ensuring that contacts and communications are aligned with TDT branding and messaging, as well as compliant with relevant data protection and security standards;
- Engaging in CPD, learning activities and training to maintain and develop your knowledge and skills.

Terms and Conditions

● Location:	FTDT's office is based in London. However, this role lends itself to home-working from elsewhere in the UK with occasional visits to our main office as required. The nature of the role means that travel to meetings and conferences, mainly in England, is likely to be a regular feature, although we encourage virtual engagement
● Hours:	F37.5hrs/week - This may include some limited evening and weekend work. 30 hours a week may also be considered for the right candidate
● Contract type:	Permanent
● Salary:	Circa £50,000 - £60,000 per annum
● Annual Leave Entitlement:	25 days, plus 8 Bank Holidays
● Pension and Benefits:	8% Employer contribution; opportunities for flexible and remote working; wide-ranging opportunities for personal and professional development
● Reports to:	Chief Executive
● Leads:	2 x Marketing, communication and partnership officers

Person Specification

Required skills and experience

1. A strong commitment to education, the non-profit sector and improving educational outcomes for children and young people
2. Experience of working in the education sector with school and trust leaders, building a sales pipeline and proactively securing partnerships and business development opportunities
3. Experience of maintaining and building business relationships with a wide range of audiences from individual schools to large academy chains, through to partner delivery organisations and central government departments
4. Experience of leading a team, working collaboratively and supporting colleagues through a matrix management approach
5. Experience of promoting a suite of products and building multi-year packages for clients
6. Experience of using Salesforce or other CRM systems
7. Experience of using Pardot or other marketing automation and monitoring systems
8. Experience developing and implementing a range of online and offline marketing channels and approaches
9. Excellent written and oral communication skills, with the ability to present information clearly, strike the correct tone and pay attention to detail
10. Excellent administrative, communication & organisation skills
11. Self-motivation, flexibility and the ability to adapt to an ever-changing, growing organisation
12. Computer/IT skills and knowledge of Microsoft Office, including Word, Excel and PowerPoint

How to Apply

If you would like to have an informal exploratory conversation about the opportunity, please contact our supporting consultant, Ami Jenick, on ami@peoplebeyondprofit.co.uk to arrange a call.

If you would like to formally apply, please email the following to: Rachel.Dunsby@TDTrust.org

by 5th November 2021

- **Cover Letter** - please explain why you want to work as Head of Partnerships for the Teacher Development Trust and how your skills, knowledge and experience are relevant to this role. Please also state where you saw this job role advertised.
- **Your updated 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, with your express permission).

Shortlisted applicants will be invited to interview. Interviews are likely to be scheduled to take place in the weeks commencing **8th and 15th November** and will be held virtually.

Due to the anticipated volume of applications we are unfortunately unable to provide detailed feedback to those candidates who are not proceeding to interview.

Equal Opportunities

The Teacher Development Trust is fully committed to equal opportunities and actively seeks to recruit a diverse team to reflect those we serve. We welcome applications regardless of sex, gender, race, age, sexuality, belief, or disability and would encourage candidates with a range of educational backgrounds or relevant lived experience.



The national charity for
effective professional development
in schools and colleges

 [TDTrust.org](https://www.tdtrust.org)

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