



# **Head of Sales & Marketing Appointment Brief**

## **October 2022**

# 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 Sales & Marketing** who can help us grow further, capitalising on TDT's solid

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

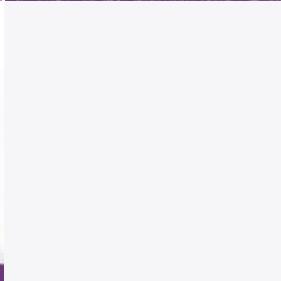
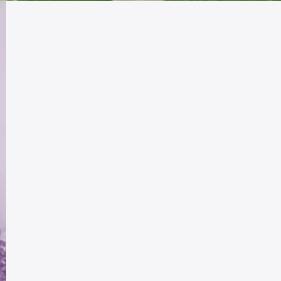
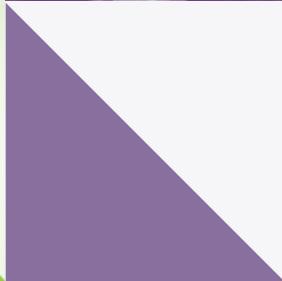
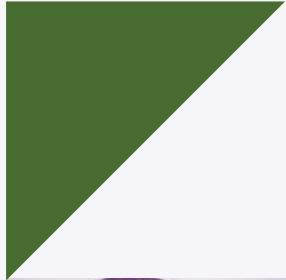
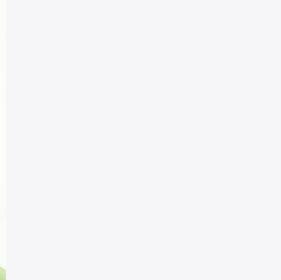
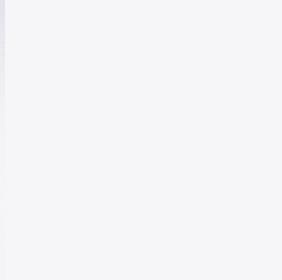
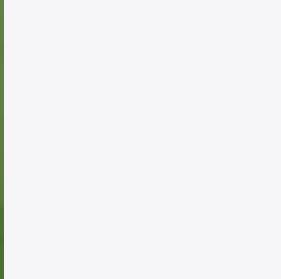
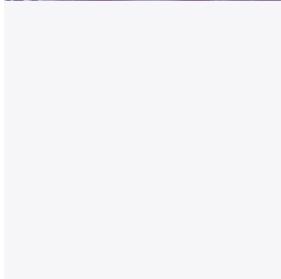
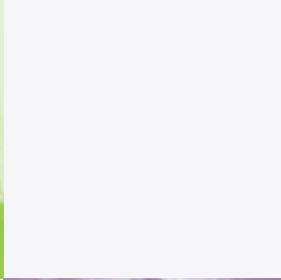
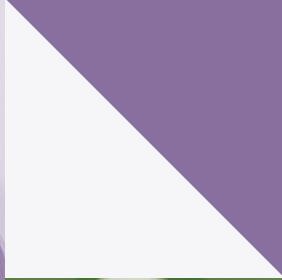
Playing an active role in both strategic planning and delivery, the role will support our growth ambitions through further building our internal infrastructure and capacity around sales and marketing, including leading and supporting a dedicated team of both direct and matrix reports, whilst personally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

## 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 has recently refreshed our 5-year strategy. The Head of Sales & Marketing 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 secured, in 2021, a Department for Education Lead Provider license to deliver National Professional Qualifications, our team has grown significantly. In light of this, we will be focusing 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, college childcare setting groups across Trusts, Teaching School Alliances, Local Authorities 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;



## Team size

The team has grown from eight staff members in March 2021 to thirty. The senior leadership team comprises the CEO, Director of Education, Head of Finance, Head of Sales & Marketing, Head of Operations, Head of Network and Head of 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 through an integrated sales and marketing strategy, increasing the TDT's network members, partner groups and training participants so we can have maximum impact across England.
2. 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 regularly to the Board of Trustees.

## Key Responsibilities

- Work with the senior leadership to update and implement an ambitious growth and marketing strategy that aligns with our values and delivers charitable impact at scale, with schools, nurseries and early years settings and further education settings.
- Increase awareness of the Trust with our target audiences, growing our contact database, maximising marketing lead generation and conducting effective market and customer research.
- Own the sales pipeline and customer acquisition journey and ensure we achieve, or exceed, our sales and revenue targets, taking direct responsibility for sales discussions with our highest profile customers and working with other teams to increase the number of services that our customers access.

- To work closely with
  - the SLT to align the sales and marketing strategy with TDT's wider PR activities and thought leadership.
  - product owners and managers, ensuring that market and customer research flows into product development discussions.
  - customer service teams and expert advisors to ensure that existing customers are supported to maintain and grow their relationships with us.
- Grow a highly effective, mission oriented and engaged team to deliver on the sales and marketing strategy including focusing on professionally developing team members and, where appropriate, recruiting new members of the team.
- Build a sales and marketing strategy with an increasing emphasis on sales through our network of delivery partners, ensuring that partner activity and capability is supported and grown to deliver our services locally.
- Strategically lead TDT marketing platforms and channels, ensuring effective and aligned messaging across our website, newsletters, social media channels and PR output.
- Ensure that all marketing communications support and align with the TDT brand, our positioning and key messages, whilst also complying with relevant data protection and security standards.
- Put in place robust systems to measure the impact and effectiveness of sales and marketing activities, update annual KPIs and prepare a monthly activity report.
- Engage in CPD, learning activities and training to maintain and develop your knowledge and skills.

# Person Specification

## Required skills and experience

1. Experience of being an effective salesperson and marketer and leading and growing a sales and marketing team, improving strategy and infrastructure and growing capacity over time.
2. Experience of strategically and operationally leading use of a Customer Relationship Management system (ideally Salesforce and Pardot) for effective data capture, monitoring and campaign management.
3. Experience of senior leadership, taking part in senior management discussions and reporting to the board.
4. Experience of leading marketing to schools (and/or early years and/or colleges) and bringing a solid understanding of how to market and engage leaders across the sector.
5. Sufficient understanding of the current education landscape to be able to have effective conversations with education leaders.
6. Excellent written and oral communication skills, with the ability to present information clearly, strike the correct tone and attend to detail.
7. Educated to degree level, or equivalent work experience that demonstrates equivalent ability to analyse information and data.
8. Excellent administrative, communication & organisation skills
9. Self-motivation, flexibility and the ability to adapt to an ever-changing, growing organisation.
10. Computer/IT skills and knowledge of Microsoft Office, including Word, Excel and PowerPoint.
11. A strong commitment to education, the non-profit sector and improving educational outcomes for children and young people
12. A good team player with a high level of interpersonal skills.
13. A commitment to the Trust's values, aims and objectives.

# Terms and Conditions

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● Location:	TDT's office is based in London but we are a virtual-first organisation. 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:	37.5hrs/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 5 days over Christmas in common with all staff, 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:	Communication & Partnership Manager, Design Marketing Manager, Schools Engagement Manager

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# 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](mailto:ami@peoplebeyondprofit.co.uk) to arrange a call.

If you would like to formally apply, please email the following to:  
[Rachel.Dunsby@TDTrust.org](mailto:Rachel.Dunsby@TDTrust.org)

**by 25th November 2022**

- **Cover Letter** – please explain why you want to work as Head of Sales & Marketing 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 **28th November and 5th December** and will be held first virtually, then in person.

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](http://TDTrust.org)

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