

Teacher Development Trust CIO

Job Description

Job Title: Marketing Manager

Reports to: Director of Partnerships & Impact

Contract: Fixed-Term, 6 Months - part time considered

Start Date: ASAP

Location: Remote, with occasional travel to London to support events and team meetings

Salary: £38-40k FTE

Role Overview

Following a recent rebrand and the launch of a full-funnel sales and marketing strategy, we are looking for an experienced and proactive Marketing Manager to join our values-driven education charity on a 6-month fixed-term contract.

You will lead key delivery areas of the marketing function, focusing on planning, running and evaluating effective, segmented email campaigns, creating compelling assets, building trust through social proof and coordinating our presence at events. This role is hands-on, delivery-focused, and designed to help accelerate our reach and engagement with schools, partners, and the wider education sector in both the short and longer term. Generating quality leads and nurturing to conversion is the objective. The ability to apply previous marketing experience with confidence at pace is essential.

Key Responsibilities

Email Campaign Management

- Design and implement segmented email marketing campaigns that generate leads and drive nurture, conversion and engagement
- Collaborate with the wider team on content planning and audience targeting to support both brand and programme recruitment campaigns

- Monitor and report on performance; continuously test and improve subject lines, content, and CTAs and improve MQL generation and quality

Social Proof & Case Study Development

- Identify and secure testimonials, quotes, and stories from partners and participants
- Create and manage a bank of social proof materials to support sales and marketing campaigns
- Collaborate with delivery and research teams to gather impactful data and insights

Event Marketing

- Plan and coordinate TDT's presence at national and regional events
- Manage pre-event promotion and post-event follow-up to support lead generation
- Coordinate logistics and event materials in collaboration with relevant colleagues

Campaign & Asset Development

- Lead the creation of on-brand marketing assets (e.g. brochures, presentations, case studies, leaflets, reports)
- Work with internal and external content creators to maintain high visual and editorial standards
- Ensure consistent brand tone and alignment across all materials

Collaboration & Coordination

- Work closely with the Director of Partnerships & Impact and other colleagues to ensure alignment with strategic goals
 - Coordinate effectively with colleagues in Partnerships & Impact Team, Design & Delivery Team, and Operations Team to ensure a seamless customer journey
 - Support the School Engagement Manager and Marketing and Recruitment Officer with content and campaign execution, including back up support for wordpress and social media
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Who We're Looking For

- Proven experience in a marketing or communications role, ideally within a purpose-led or education-focused organisation, is essential
 - Strong content and asset creation skills, confident briefing designers and writers as needed
 - Experience co-ordinating, planning and running multi-touch, concurrent email marketing campaigns (Mailchimp, HubSpot, GMass or similar)
 - Excellent organisational and project management skills; comfortable juggling multiple deadlines
 - Ability to build relationships across teams and with external partners
 - Comfortable working autonomously and taking ownership of projects from start to finish
 - Bonus: experience with events and content production in a nonprofit or education setting
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Why Work With Us?

- You'll be joining a values-driven organisation at a pivotal moment in its growth journey
 - You'll play a key role in delivering high-impact work that supports educators and schools
 - You'll have a high level of ownership and autonomy, with the support of a small, collaborative team
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