

<b>Role: Communications and Events Officer: Data</b>	<b>Division/Dept: Ambassadors</b>	<b>Duration: Permanent</b>
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### About Teach First

Teach First is an independent educational charity, Reg. No. 1098294, established in 2002, with a mission *to address educational disadvantage by transforming exceptional graduates into effective, inspirational teachers and leaders in all fields.*

We recruit exceptional graduates to teach in challenging schools for a minimum of two years. The majority of these graduates would not otherwise have considered teaching.

With the support of our partner universities, we train our participants to be effective teachers and leaders of the future through our two-year Leadership Development Programme. This is aimed at ensuring that participants maximise their impact on pupil achievement in the short term and develop a set of transferable skills that will ensure their broader impact on educational disadvantage in the future as Teach First Ambassadors (alumni).

Since 2002, we have placed over 1800 of the UK's highest achieving graduates into challenging schools in London, the East and West Midlands, Yorkshire and the North West. By 2013, we aim to be recruiting up to 850 graduates each year, making Teach First one of the largest graduate recruiters in the country.

On completion of the two year programme, our participants graduate as Teach First Ambassadors, joining a rapidly growing community of individuals committed to improving education. Some remain as excellent teachers and leaders in their schools, whilst others take on positions of responsibility in a variety of sectors. Whatever route they take, Teach First works to mobilise, equip and inspire them to achieve its mission through a range of initiatives including Teach On, Governance for Change and our Higher Education Access Programme for Schools (HEAPS).

By giving exceptional graduates the opportunity to teach and make a difference in the most challenging schools, Teach First aims to equip tomorrow's leaders in all fields with the motivation, skills and understanding to end educational disadvantage.

Teach First is currently ranked 8th in The Times High Fliers annual survey of the most prestigious graduate recruiters – the highest ranked charity in Britain, and is the Charity Awards Education and Training Charity of the Year. The organisation currently has around 100 staff. Teach First has an annual operating budget of over £4.5 million, and relies on voluntary donations from companies and foundations and other sources in order to continue our work.

More information can be found at: [www.teachfirst.org.uk](http://www.teachfirst.org.uk)

### Job Purpose:

To play a key role in supporting the delivery of activities relating to the Ambassador Department, the core function of which is to mobilise, equip and inspire all Teach First Ambassadors (alumni of the two-year Leadership Development Programme) to effect long-term social change in education from within and outside of the classroom.

As the volume of ambassadors grows rapidly in coming years (reaching over 6,500 in 2020), this officer will play a critical role in supporting the development of the movement and networks within it. Our understanding and utilisation of ambassador data will form a real foundation for enabling effective connection with and mobilisation of people. As with any social change activity, it is important that we are able to confidently evidence the impact of the movement – and this will rely on the successful capturing and analysis of data as the initiatives develop. In short, this is a critical role for the charity moving forward.

This is an enormously exciting opportunity for the right individual to help define and influence the Ambassador Department's increased interactions with its key stakeholders as it works to build awareness of the impact of the Ambassador Movement and brand.

### Dimensions:

The Ambassador Community currently numbers just over 840 with a further 350 participants set to join the movement in July 2010. The Ambassador Movement is global with nearly 10% of our ambassadors living and working overseas. Within the UK, the Ambassador Department operates from the London office to service the five Teach First regions and ensure that ambassadors are able to engage with the offer wherever they are located. In 2020 the Ambassador Community will have reached over 6,500 individuals.

### About the Teach First Ambassador Movement

All Teach First Ambassadors have completed a minimum of two years working in challenging schools and met the criteria to graduate from a bespoke leadership development programme. They are spread across a range of sectors and locales, but remain united by their experience as teachers and their commitment to eliminating disparities in access to educational excellence.

The Ambassador Movement is focused on unlocking the potential of this growing network of individuals to make a widespread, lasting impact on society. Unlike many other alumni programmes, it is founded on the belief that Teach First must provide ongoing leadership development support, networking and volunteering opportunities and special benefits to its alumni in order for them to truly develop into leaders of the future, properly equipped and motivated to make a difference.

The Ambassador Department works to support the growth of this movement through the nurturing of the community and its members, as well as through the running of a number of Ambassador Initiatives designed to enable ambassadors to continue to address educational disadvantage on a practical level. These include: Policy First, Governance for Change; Supporting Teach First, Teach On and the Higher Education Access Programme for Schools.

### Key Areas:

- **Data:** Take the day-to-day lead on developing and delivering a strategy to ensure that we meet our ambassador 90% data accuracy goal and are effectively using this data to inform all of our activities. Included in this: work with the team's coordinator to review the process for managing and collating ambassador data (contact details, job, engagement etc); work to identify further information that would be useful to gather and track over time; take the lead on establishing robust methods for managing this data across the department and reporting on it as and when required.
- In line with the above, lead on monthly collation of data for external stakeholders (inc. the Training and Development Agency for Schools) ensuring that all ambassador data is accurately managed and maintained. Act as the champion for this within the team and more broadly across Teach First.
- Respond to ad hoc data analysis requests to make projections from the department and organisation more broadly. Support the department in developing their understanding and confidence with data so the strategic planning is better informed. With the support of the Associate Director, develop a culture in which data forms the foundation for all our activities.
- **Survey and Evaluation:** Lead on the design and delivery of questions for Leadership Development (two year programme) surveys and the annual Ambassador Survey to ensure that we are using it to best identify the needs of the Ambassador Community, as well as to report against key organisational goals. Conduct in-depth analysis of survey responses and present to appropriate audiences.
- **Raising Awareness of Ambassador Statistics:** Develop and maintain easily accessible statistics for the tracking of Ambassador Departmental and organisational goals. Ensure these are refreshed regularly and raise awareness of them amongst stakeholders.
- **Salesforce:** Lead a cross-team group to drive changes to Salesforce, our customer relationship and data management tool, so that it reflects the needs of the Ambassador Department. Work with IT to prioritise the changes we require and ultimately transition the management of engagement progress through Salesforce. Champion Salesforce across the department and support colleagues' learning of key Salesforce activities where appropriate.

- **Participant Journey:** Manage the transition of data from Leadership Development to the Ambassador Department when participants graduate to become Ambassadors.
- **Measuring the Impact of the Ambassador Movement:** Support the development of data capture techniques to measure the impact of the Movement ensuring that the resulting data is robust and manageable.
- **Best Practice:** Develop and implement best practice for data tracking. Consistently develop own expertise in delivery and looking externally to find other best practice that we can learn from.
- **Communicator Role:** Champion the Ambassador Movement in a Teach First region. Provide point of contact for queries regarding the Ambassador Movement for all stakeholders in that region and help identify benefits within that region. Attend six regional Leadership Development events per annum (Cock-Up Clubs, Challenges in Leadership etc.), market national ambassador events to the community and provide representation for the designated region in ambassador strategy planning and discussions. Actively work to build relations with ambassadors in the region in order to strengthen the team's relations with the ambassador community and its effectiveness in understanding its needs.

#### **Additional Requirements**

- All TF staff contribute a few days of on-campus marketing and selection at assessment days supporting the recruitment team
- All staff in the Ambassador Department are required to support evening events as part of their role
- All Communicators are required to spend three weeks supporting their region in the delivery of Summer Institute which may require relocating to that region temporarily.
- All Communicators are encouraged to spend one day per month working from their region

#### **Preferred Experience / Skills:**

The following skills are required:

- Excellent data management (including manipulation) and spreadsheet skills
- Experience of working with databases (i.e. Salesforce, Raiser's Edge)
- Ability to manage multiple projects at one time
- Strong organisational skills
- Strong relationship management skills
- Strong verbal and written communication skills
- Ability to think strategically
- Ability to work to targets/goals

The following experience is required/desirable:

- Organising events
- Developing communications materials
- Building effective relationships with across all levels
- Some management of budgets

**Location:** London preferred although other Teach First regions will be considered

**Salary Band:** £26,500 - £36,000

**Benefits:** A generous performance related award package of up to 20% (per annum) of your basic salary, 27 days vacation per annum (7 of which must be taken during the two weeks of Christmas and New Year office closure), participation in the employee pension scheme (with an employer contribution of up to 6%) and private healthcare insurance policy, life assurance and income protection, childcare voucher scheme and interest free travel season ticket loan.

**Closing date:** 12<sup>th</sup> March 2010



**To apply:**

Please send a copy of your CV with cover letter for the attention of Sharon Blakeman [hr@teachfirst.org.uk](mailto:hr@teachfirst.org.uk) quoting reference number TF002 on your application.

	Name	Signature	Date
Immediate Manager			