

Contract Type:	Permanent
Hours:	22.5
Location:	Any regional location
DBS:	None
Level:	2
Salary:	£31,510 (pro rata) plus roles based in London will receive £3000 London Weighting Allowance (pro rata)

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## Recruitment Marketing & Communications Officer 0.6

### Purpose of the team:

The Marketing and Communications department is responsible for attracting people to, and engaging them with, Teach First. We are responsible for marketing all our programmes. We attract graduates and career changers to become new teachers. We market programmes to existing school leaders to further develop them, and we promote the opportunities for schools to work with us. We engage those on our programmes and our alumni. And we provide communications support to the organisation, providing an in-house creative design and content team, as well as managing our digital and social channels.

### Purpose of the role:

This role will be responsible for supporting the development and delivery of the marketing campaigns that help recruit high calibre people to our range of programmes. It is offered at 0.6 Full Time Equivalent.

You will support the development of the marketing plans for a range of different programmes and help across their full recruitment journey - from identifying and attracting leads, compelling them to apply, supporting their application and assessment and onboarding them onto our programmes. You will report into to a Recruitment Marketing Manager, who will lead the overall marketing strategy and plan for their programmes.

You will work closely with our in-house Content and Creative team and our creative and media agencies. You will brief in and commission these team to create suitable content as well as supporting some content creation yourself where needed. You will also work with our channel and digital marketing specialists to use the best means to get our marketing messages to candidates. You will work closely with the Recruitment Directorate to plan this work, track and monitor its success. You will feed in to regular campaign evaluations to make sure we're always improving. You will help support the training of recruitment teams to deliver our campaign.

*This role will support across all our recruitment programmes and provide support across the key Marketing & Communications projects. It will play a leading role on our undergraduate and internship programmes.*

### At this level you will:

- **Impact:** Report to the Recruitment Marketing Manager (Non LDP Lead) and help deliver successful recruitment marketing campaigns, accountable for meeting clear targets and KPIs
- **Communication:** Create compelling marketing campaigns and work closely with other teams internally
- **Innovation:** Make sure our campaigns are effective, feeding in new ideas to improve them in response to engagement and organisational need
- **Knowledge:** Have good knowledge of integrated marketing campaigns, ideally in the graduate recruitment or education sector

### Your responsibilities will include:

- Supporting the development and delivery of marketing campaigns that recruit high calibre people to our range of programmes
- Supporting the development of marketing plans to support across the full recruitment journey - identifying and attracting leads, compelling them to apply, supporting their application and assessment and onboarding them onto our programmes
- Play a leading role developing and delivering marketing campaigns for our undergraduate and internship programmes
- Ensuring marketing is integrated across all channels - focusing on digital marketing (paid media, social, PPC) and e-comms, as well as in person and events
- Working with our in-house Content and Creative team and our creative and media agencies to commission and agree high quality content
- Working closely with our channel and digital marketing specialists to get advice on the best means to get our marketing messages to candidates
- Working closely with teams within the Recruitment Directorate to plan this work, track and monitor its success, and constantly optimise and adapt it to deliver on our recruitment targets.
- Feeding in to regular evaluations of a campaign's success to make sure we're always improving
- Supporting the training of recruitment and other teams to deliver our campaign, improve their communications and live our brand
- Keep up to with marketing developments and how Teach First can make best use of them
- Helping make sure we plan and align our different marketing campaigns, communications activities and the wider work of the department
- Ensuring best use of charity resource including working with other in the use and management of suppliers.

*The critical responsibilities of this role are described above. They may be subject to reasonable changes from time to time in line with business need. As part of the role you may be required to travel to other UK locations from time to time. You will also be required to attend away days/retreats and the annual "Offsite" event which is mandatory for all employees.*

### Person Specification

#### Essential skills and experience:

- **Campaigns and Marketing**
  - Proven success in planning and supporting the delivery of marketing campaigns
  - Successfully managed relationships with content teams and creative agencies
  - Knowledge of the marketing landscape, and of most effectively using digital marketing (across paid media, PPC, social and owned channels), e-comms, in person and events
- **Communications**
  - Skilled at developing high quality and engaging communications
  - Experience of content planning and development
  - Experience of feeding in to evaluations of communications and marketing activity
- **Project Management and Planning:**
  - Success in managing and monitoring multiple project.

#### Desirable skills and experience:

- Proven expertise in the graduate recruitment or education sector
- Delivery of communications, brand or marketing training to colleagues

**All our employees are expected to model our values and help others to do so.**

#### Benefits

Teach First's core benefits include 27 days holiday per annum (3 of which must be taken during the one week holiday shutdown period between Christmas Day and New Year's Day), participation in the pension scheme via Salary Exchange (with an employer contribution of up to 6%), life assurance, income protection and private healthcare. Through our flexible benefits platform access to

childcare vouchers, interest free travel season ticket loan, subsidised dental membership, health screening, discounted gym membership, travel insurance, GAYE and the option to buy/sell annual

#### **How to apply**

To apply for a vacancy at Teach First you are required to complete an online application form. Please have your CV and covering letter ready to upload. If you are an internal candidate, please apply via your HR Self Service menu after informing your line manager of your interest.

#### **Next steps**

We aim to provide feedback to all applications within 10 working days from the closing date. For this role first round interviews are likely to take place on 10<sup>th</sup> January with second round interviews on the 17<sup>th</sup> January.