

Contract Type:	Permanent
Hours:	Full Time
Location:	London
DBS:	None
Level:	3
Salary:	£37,544. (Roles based in London will also receive £3,000 London Weighting Allowance)

Communications and Marketing Manager

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 have responsibility for increasing engagement with some of Teach First's most critical audiences - our teachers, alumni of our programmes, and our funders. You will work closely with partner departments and Directorates - most notably Programme Delivery, Fundraising and Network Development. You will plan an overall strategy for communications for these audiences - identify the key moments within the year for each of them and how they can work in an integrated way to further organisational goals. In addition, and alongside the Creative and Content Team, you will provide frameworks to allow more bespoke communications to be developed by these partner departments themselves. You will help them speak to their audience with a brand and voice that is consistent with the charity's brand identity.

At this level you will:

- Report to the Director of Communications and Marketing
- Demonstrate expert understanding of your core audiences and what motivates them to engage with Teach First
- Be accountable for developing and overseeing an overarching communications strategy for those key audiences
- Line manage a Communications and Marketing Officer

Your responsibilities include:

- Developing and overseeing an overarching communications strategy for your key audiences - focusing on participants, alumni of our programmes and funders
- Managing a Communications & Marketing Officer who works across these key audiences, providing additional support as necessary
- Developing audience-specific communications campaigns that support organisational priorities and complement our overarching brand strategy

- Developing frameworks, systems and processes to enable partner teams to increase engagement with their core audiences through communication activity which they could deliver themselves. This may include developing training and delivering templates.
- Be responsible for monitoring the success of these strategies and make recommendations for where we could be doing things differently
- Building and maintaining positive relationships with partner teams, Departments and Directorates, being a communications adviser and supporting them to deliver much of the communications activity themselves, within agreed frameworks
- Playing a leading role planning and ensuring alignment of our different marketing and communications campaigns, communications activities and the wider work of the department
- Manage the budget for your communications activities, ensuring best use of charity resource including strategic appointment and management of suppliers.
- Develop and lead communications planning for your key audiences, applying appropriate segmentation and drawing on data analysis to inform your approach.
- Be the communications lead for key events and activities related to your audiences (e.g. Run the River, Gala Dinner, Summer Institute, Teacher Development Conference), ensuring these events increase engagement and are embedded within content strategies for the organisation
- Work closely with the Creative and Brand Manager and team to manage the design and production of collateral for these audiences, and developing frameworks, systems and processes to partner teams to deliver high quality content themselves.
- Build relationships and ensure close working with critical colleagues at all levels, including key senior and external stakeholders, regularly seeking and acting on feedback to improve team performance and impact
- Keep up to date with good practice and developments in charity marketing, communications and engagement

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 Specifications

Essential skills and experience:

- **Campaigns and Marketing**
 - Proven track record of developing communications and marketing campaigns and content strategies across a wide range of channels, and monitoring and evaluating these
 - Strong planning and project management and written and verbal communications skills
 - Successfully managed relationships with content teams and creative agencies
- **Communications**
 - Skilled at developing and reviewing high quality and engaging communications
 - Experience of content planning and development
 - Experience in developing good relationships with key stakeholders
 - Being an excellent team worker and mentoring and developing other colleagues
- **Project Management and Planning:**
 - Proven track record of managing and monitoring the implementation of multiple project plans and handling obstacles effectively.
 - Demonstrable experience of planning multiple marketing campaigns and communications activity

Desirable skills and experience:

- Good data analysis skills
- Delivery of communications, brand or marketing training to colleagues
- CIM membership / qualification

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 28th January 2019.