

<https://chartered.college/>

Marketing and Communications Officer (FTC)

Job Description

Join our team as a Marketing and Communications Officer (on a fixed term contract), helping us to support teachers, champion great teaching and raise the status of the profession by supporting the creation and implementation of high-quality, engaging content and marketing activity to support growth and expand our audiences.

Job Title	Marketing and Communications Officer (FTC)
Reports To	Marketing and Communications Manager
Salary	£27,500 FTE (full time equivalent)
Contract	Initially a 6 month FTC but with the possibility of extension and full-time; we are open to discussing flexible working options.
Hours	A full working week is 35 hours and we offer flexibility with hours.
Benefits	Flexible working, generous annual leave, 8.5% employer pension contribution, Paycare, individual and team professional development/learning budget. A full list of our benefits can be found here .
Based	We have a central London office (WC1) but our team work from across the country and we are happy to support remote or office-based working (with hybrid options).
Start date	22 May 2023
Deadline	21 March 2023. A task and competency based interview will take place w/c 27 March 2023.
Application	Please apply here by uploading your CV and cover letter. Please use the guidance when writing your cover letter.

The Organisation

The [Chartered College of Teaching](#) is a charity and the professional body for teachers. We are working to celebrate, support and connect teachers to take pride in their profession and provide the best possible education for children and young people.

We are dedicated to bridging the gap between practice and research and equipping teachers from the moment they enter the classroom with the knowledge and confidence to make the best decisions for their pupils.

Our activities mainly focus on four key areas:

- membership
- teacher accreditation
- teacher CPD
- online and print resources

Since opening membership in 2017, we have grown rapidly. In total our work reaches over 40,000 teachers and more than 3 million young people. In 2020 we published reports 'Education in Times of Crisis' around the impact of lockdown which have since been cited in educational reports and academic papers; in 2021 we won the Memcom award for 'Best magazine for a Professional Association or Membership Organisation'; in 2022 we celebrated the graduation of over 246 teachers from our Chartered Teacher and Chartered Teacher (Leadership) pathways. We are a growing and multi-skilled team of 31 people, supported by a Board with a significant track record of experience in a range of fields. Our business plan focuses on growing membership and Chartered Status and providing meaningful professional learning opportunities for the teaching profession.

The Opportunity

Due to maternity leave, we are looking to recruit a Marketing and Communications Officer on an initial 6 month fixed-term contract within the Membership and Marketing team, someone who believes in our mission and the work we do. Our membership and marketing function supports teachers to make a difference to the lives of millions of children and young people.

You will identify and lead proactive communications activity to promote the organisation, membership and products to support growth and expand audiences. You will also analyse data from communications and marketing activity to develop plans, segment audiences and identify improvements to communications channels. This is a great opportunity as you will:

- work with autonomy and collaboratively with many of the team supporting with various tasks including developing proactive communications and engaging marketing campaigns, monitoring brand use and providing feedback to the wider team to ensure brand consistency, marketing and advertising promotional activities (e.g. direct mail and digital);
- build your knowledge in the specialist areas of membership marketing, charity marketing and membership bodies;
- write content for a variety of platforms and be tasked with developing creative communications campaigns;
- help to grow the professional membership organisation for the teaching profession and be part of the team driving the organisation forward at an exciting time for the future of the College.

Delivery	<p>Most of your time will be spent:</p> <ul style="list-style-type: none"> • contributing to communications and marketing campaigns • developing engaging and high-quality content to promote membership and products for social media, website and digital marketing channels • managing all social media accounts and developing engaging content across all social media channels • assisting in marketing and advertising promotional activities (e.g. direct mail and digital). <p>These responsibilities and tasks are not exhaustive. As a small team, the need for flexibility is essential, also enabling continuous improvement. You will need to be someone with:</p> <ul style="list-style-type: none"> • highly effective organisational skills, with the ability to manage a varied workload • effective copywriting capability for different audiences and platforms • ability to plan ahead, prioritise tasks and work independently • a proactive, self-motivated approach, willing to learn to support the wider aims of the organisation • a professional and responsible approach.
Planning and development	<p>You will spend some of your time planning and prioritising, working with colleagues to:</p> <ul style="list-style-type: none"> • manage and plan marketing campaigns, set out budgets and evaluate the effectiveness of campaigns • support management of the Chartered College website using WordPress and ensure the website is SEO optimised • monitor brand use and provide feedback to the wider team to ensure brand consistency

Organisational support	<ul style="list-style-type: none"> Work with the Marketing and Communications Manager, PR and Communications adviser and colleagues across the organisation to develop proactive communications campaigns.
	Beyond your immediate responsibilities you will also participate in meetings and be encouraged to participate in professional learning activities and training to maintain and develop your knowledge and skills.

About You

You will be able to work both independently and as part of a team. You will have strong interpersonal skills and be able to demonstrate a flexible approach, with the ability to adapt to and embrace change and competing priorities. You will be committed to diversity, inclusion and accessibility.

With excellent written skills, a positive 'can-do' attitude and strong working knowledge of social media tools and engagement techniques, you will help us to achieve our growth ambitions.

The role will analyse data from communications and marketing activity to develop plans for promotion and identify improvements to the Chartered College's communications channels. The individual will identify proactive communications activity and lead campaigns under the direction of the Marketing and Communications Manager.

You don't need to have expertise in absolutely all areas, but we're looking for someone that is motivated by our vision and is passionate about providing great marketing and communications. Systems you would be using include DotDigital, Salesforce, WordPress, Google Ads, Google Analytics, Google Drive, and SEO experience.

Essential experience and skills:

- Minimum one year's experience in a communications role
- Recognised qualification in communications or marketing (or working towards this) or equivalent experience
- Experience in email marketing
- Creative thinker with experience in design and video editing using Canva or Adobe
- Good working knowledge of Google Workspace.

As well as technical requirements, we are looking for someone who:

- Believes in the transformative power of education, see teachers as key drivers in achieving improved educational outcomes for all and are motivated to contribute to this change.
- Communicates clearly and effectively, can convey our membership proposition in an easy to understand way and respecting the work schedules and patterns of colleagues.
- Is learning and feedback oriented and keen to develop their skillset.
- Is member-focused, showcasing ways in which your work and contributions to the organisation can add value rather than just meeting requirements.

Why Us?

As an organisation we care deeply about creating a working environment that supports our people to grow personally and professionally. These are reflected in our [organisational values](#) which outline the distinctive working culture we are looking to create. In particular, these values are reflected in our commitment to:

- Flexible working: responsive management, flexible hours, hybrid or fully remote working
- Professional development, including formal and informal training and support



- Transparency and ownership: we have an open culture that ensures all staff guide our strategic direction
- Mental health and wellbeing: access to health and wellbeing advice and health cash plan.

Diversity and inclusion at the Chartered College

As a growing organisation we are committed to:

- Becoming increasingly representative of the sector and geographies that we operate in
- Providing a positive experience of work as part of an inclusive culture led by our organisational values
- Maintaining an annual EDI action plan - led by the internal team.

What to expect from the recruitment process:

- All applications are anonymised until the point of interview
- Line Managers trained in recognising bias
- We implement a standardised interview template and competencies matrix for a fair and transparent process.

If you require any adjustments in order to proceed with an application please make a request to recruitment@chartered.college.

For more information about joining the Chartered College, please watch this short [video](#) from Dame Alison Peacock (CEO).

Your Personal Data

As part of the recruitment process, the Chartered College of Teaching collects and processes personal data relating to job applicants. The organisation is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

Pre-employment checks

All conditional offers of employment are subject to:

- Two satisfactory references
- Proof of qualifications
- Eligibility to work in the UK.

We are an employer committed to the safeguarding of children and young people.