

9.6 (1069 words)

Teaching Leaders has experience of running a national marketing campaign and meeting growing recruitment targets. Our secondary cohort has grown from 118 participants in 2011 to 413 participants in 2014. In 2015 we will recruit 510 participants across all 9 government regions. We currently work with 460 schools which represents 35% of all eligible schools, delivering in 16 local hubs.

Our strategy over the past four years has been to focus our marketing on three key areas: to build national awareness of the programme; to build strong and sustainable relationships in rural and coastal areas; and targeting headteachers to nominate middle leaders.

Our future strategy will focus on three key areas: maintain high re-nomination rates in existing schools; focus growth on under-represented hotspots; and marketing directly to middle leaders rather than Heads.

National Low/No Cost Marketing

The first part of our strategy is to maintain high re-nomination rates at national level. We will continue to develop our existing low/no-cost marketing strategy which has been built on strong programme delivery, positive feedback and word of mouth from current participants, schools and influencers. Over the last four years at a national level we have:

- **Grown our national network:** built relationships with national partners including Heads' unions ■ Higher Education Institutions, education organisations ■
■ academy groups ■
■
- **Promoted via no-cost channels trusted by school leaders:** NCTL Teaching and Leadership Associates, NCTL communications channels: 'Highlights' and 'The Ldr', ■ newsletters, ■ networks
- **Generated profile in press and at conferences:** presented at conferences (ASCL, NAHT, Inspiring Leadership and Challenge Partners), and generated PR in TES, SecEd (11 articles since April 2014 - ~500 unique views per article), The Times and regional press (8 articles).
- **Built brand through thought-leadership:** launched the Teaching Leaders Quarterly including contributions from Sir John Dunford and Andrew Schleicher (2,000 downloads per edition), chapters in education publications of 2013 (IPPR 'A Long Division' and 'The Tail'), run 20 breakfast panel discussions (450 attendees) with high-profile speakers including Charlie Taylor, Professor Chris Husbands, Dr Peter Kent, and published 'What Makes A Great Middle Leader'
- **Hosted large national events to drive the debate** - with high-profile speakers such as Sir Michael Wilshaw, Rt. Hon. David Laws and Russell Hobby
- **Keeping key influencers informed** through 6 targeted newsletters (distributed to 2,000 people)

- **Built our presence on social media:** 11.4k Twitter followers, ~130 RTs/month. 4,500 unique visitors/month to our website. Built a new microsite to introduce influencers to our work.

Building local awareness of the programme

The second strand of our strategy is to focus future growth on new hotspots. From our experience of working in areas such as Blackpool and Norfolk, we know that an in-depth knowledge of the unique local issues and influencers is critical. There are three stages, we will:

1. Gather information from Regional Schools Commissioners, Ofsted, Teaching School Alliances (TSAs), and performance tables. We will use our strong relationships with the RSCs to secure introductions to TSAs and MATs in challenging areas to link middle leadership development across groups of schools, convene meetings with key influencers, and design a local approach. [REDACTED]
[REDACTED]
[REDACTED].
2. Raise our profile by hosting and attending regional events. We have held 20 policy events in areas such as Medway, Middlesbrough and Knowsley and presented at 28 Heads groups nationally, including low performing LAs Hartlepool and Derbyshire.
3. Harness the power of our advocate network, by bringing Fellows and alumni to present at headteacher meetings, equipping partner headteachers to promote the programme at Heads Groups and using testimonials from local influencers.

Understanding How to Attract Participants

The third strand of our strategy is to drive applications from middle leaders. Our research with participants shows there are 6 key benefits: pupil impact, national network of like-minded peers, residential, career progression accreditation, and the coaching and training. We will focus our marketing materials on these key benefits.

We will use our participants and alumni as our ambassadors; leverage the network by showcasing their impact through case studies, online content, and running alumni-led events. 27% of our alumni are SLT and well placed to nominate middle leaders. We have held five middle leader events in priority areas of Suffolk, Stoke and Medway (over 100 attendees) and launched #ML10 in December 2015, a monthly middle leader digest (readership 1200).

Low Interest Strategy

We have built a national presence with strong, sustainable relationships with schools that are committed to developing their middle leaders over the long-term. We will put in place rigorous monitoring systems so we will know early if there is little interest in the programme. If low, we will inform the NCTL, analyse the reasons, and propose a range of solutions.

We will consider extending application windows, redeploying resource to boost school relations capacity, targeting new areas and increasing penetration in areas of high interest, investing resource in press advertising and leveraging key influencers. If we are unable to meet targets then we could defer numbers to future cohorts so the overall number recruited over the contract remains the same.

Key Sector Influencers

We have built extensive relationships with sector influencers over the past few years and have noticed that increasingly sector influencers are school leaders, as well as those in media, policy and middle tier leadership roles.

We have worked with them by:

- **Leveraging current partner school heads:** inviting them to contribute to the Teaching Leaders Quarterly [REDACTED] and be advocates in local areas [REDACTED]
- **Building relationships with Teaching Schools:** including [REDACTED] representatives and 30 local TSAs who have increasing influence in the school-led system.
- **Creating a network of advocate school leaders:** established a National Heads Council, worked with the TSC and NLEs to advocate and presented at local Heads groups
- **Influencing Think Tanks:** we published an article in IPPR's *A Long Division*, attended Policy Exchange and Reform roundtables and have written in CentreForum's *The Tail*.

Building social media advocates [REDACTED]
[REDACTED]
[REDACTED]