



## **The Role: Thank a Teacher Campaign Project Manager**

### **About the Teaching Awards Trust**

The Teaching Awards Trust is a national charity founded in 1998 by Lord David Puttnam CBE, as a means of recognising and celebrating excellence in education.

The Teaching Awards Trust works in education through 2 main projects:-

- 1) **The “Thank-a-Teacher” campaign** which encourages young people, parents and fellow teachers to say “thank you” to a teacher who has really made a difference in their lives [www.thankateacher.co.uk](http://www.thankateacher.co.uk)
- 2) **The Pearson National Teaching Awards**, a national awards programme that identifies and celebrates leading teachers from across the UK. The grand final ceremony of the UK Teaching Awards is broadcast on television by BBC2 [www.teachingawards.com](http://www.teachingawards.com)

Our vision is a teaching profession with high morale and a society that values and celebrates the great work that is done by teachers and leaders in education

### **About the Role**

We are looking for an outstanding project manager to support the growth of the Thank a Teacher campaign. The role holder will grow the Thank a Teacher scheme nationally and will have strong social media and marketing skills, and an ability to manage complex stakeholder relationships with sponsors and key partners.

### **Specific duties and responsibilities**

- Provide expert project management, leading on the development of the Thank a Teacher campaign. This would include full project management across marketing, web, marketing services, design, editorial, legal, market research, product development, publishing and external consultants and freelancers
- Create, own and implement a full project plan.
- Identify project milestones, dependencies, resources, risks and issues and deliverables.
- Ensure Thank a teacher is delivered successfully against set objectives and make recommendations to inform strategies
- Create and communicate regularly to all team members and stakeholders, objectives, schedules and deadlines, detailed budgets, and all other project parameters and constraints;
- Find creative solutions to problems, whilst proactively engaging with line manager, stakeholders, project team and suppliers to ensure any miscommunications, risks and issues are addressed
- Develop/ implement marketing activity, working alongside the Marketing manager, in relation to the strategic marketing objectives of the Thank a Teacher campaign, usage metrics and reporting. Specifically:-
  - Manage output with PR agency
  - Develop and manage a group of patrons/ambassadors for the Thank a Teacher campaign
  - Develop and lead on digital marketing strategy for the Thank a Teacher campaign
  - Draft communications and updates to be sent to partners, e.g. newsletter copy and suggested tweets
  - Engage with teachers to create testimonials and blogs
  - Commission, create and manage digital and print marketing materials managing external agencies
  - Ensure the Teaching Awards is using and engaging with appropriate social media platforms
  - Create, plan and distribute content across social media channels, including planning and implementing paid content strategy to promote the Thank a Teacher Campaign
  - Increase followers and engagement across social media platforms
  - Liaison with printers and mailing house
  - Telephone and email support for all thank you issues

### **Key Experience and Skills**

- Demonstrable experience of project managing large projects in matrix structures
- Experience in working on branding/marketing campaign projects
- Proven experience using Google analytics dashboards
- Demonstrable experience of creativity, finding new ways of achieving results in small organisations
- Excellent digital marketing skillset
- Strong organisational and prioritisation skills
- Able to work under pressure and autonomously
- Knowledge of market research best practice techniques and audience segmentation
- Confident in establishing and maintaining strong working relationships with internal and external project stakeholders
- Proven ability to be data-driven and analytics-informed, with excellent analytical skills demonstrating ROI of marketing project management
- Flexible approach to work and positive can-do outlook
- A team player with a proactive approach to work
- A keen interest in the education sector

Please apply in writing with a CV and cover letter outlining why you would be suitable for the role, addressed to Mary Palmer at [maryp@teachingawards.com](mailto:maryp@teachingawards.com). The deadline for applications is Friday 13<sup>th</sup> September 2019.